

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXV, No. 3 . NEW YORK, APRIL 21, 1921

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IN the course of a twenty-five year association, a many-sided service has been extended to our client, the International Silver Company.

Our most recent co-operation has been in connection with the launching of the new pattern—Ambassador. The service in this instance began with the suggesting of the name, and extended through the preparation of illustrative material in color and black and white for the complete campaign to consumer and to the trade.

We have no set formula for service. Requirements as we find them are filled adequately, keeping **AYER SERVICE** ever fresh and appropriate.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Apr. 21, 1921

Who Reads the Interborough Car Cards and Posters?

BUSINESS MEN **SHOPPERS** **DAY LABORERS**

THEATRE GOERS **EVERYBODY** **NEWSPAPER READERS**

MAGAZINE READERS **CHILDREN** **STUDENTS**

2,801,521 RIDERS DAILY AVERAGE
 New York Interborough Subway and Elevated Advertising
 Controlled by
ARTEMAS WARD trading as WARD & GOW
 50 Union Sq., New York City

Issued
Public
June 2
Vol.

Ho

Rail

[Editorial note: This advertisement is likely referring to the Interborough Rapid Transit Company (IRT) and its extensive network of subway and elevated lines in New York City. The 'everybody' photo in the center of the grid is a classic example of a 'mashup' or 'collage' from the early 20th century, showing a diverse cross-section of New York City's population. The advertisement claims an average of 2,801,521 daily riders across the IRT's subway and elevated lines. The company was controlled by Artemas Ward, who later traded under the name Ward & Gow. The address given is 50 Union Square, New York City.]

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXV

NEW YORK, APRIL 21, 1921

No. 3

How Fundamental Wrongs in Distribution Hurt Advertising

Railroad Maladjustment and Failure to Use Labor-Saving Machinery
Are Gross Faults to Be Studied and Corrected

By Chester M. Wright

[EDITORIAL NOTE: Here is a story by perhaps the leading publicist for the conservative labor movement in America. Mr. Wright as a member of several labor commissions to Europe had an opportunity to observe methods which he thinks could be applied here with advantage. The average advertising man is apt to think of distribution almost entirely in terms of the machinery of selling. Mr. Wright takes up the question of transportation as one phase of distribution in its relation to selling and advertising. The angle which he deals with brings the problem of the railroads right on to the sales executive's desk. While many may disagree with some of his statements, the subject is surely one which demands full discussion at this time.]

IF advertising is the energizer which gets commodities from maker to user, then every item that goes into the load which merchandising has to carry is an item of interest to the advertising man, and every unfair and improper item in that load is something for the advertising men to get aroused about.

Therefore let us give heed to distribution, for it is loaded with inequities and iniquities.

The job in hand is, perforce, the job of a diagnostican, but let us hope that those who have power to heal will give heed to what is shown in the diagnosis.

It will be perfectly obvious that the rural dweller who brings about the demise of a porker in his own back yard and thereafter proceeds to the consumption of ham and bacon and spareribs, gets his provender minus a lot

of transportation and handling charges that go with the delectable products as they find their way via slaughter house, cold storage and butcher to the urban breakfast table.

That is a small picture in the rough. The distribution system as a whole is a vastly complicated thing and it may as well be said that there is no overnight remedy. No wizard is going to mount himself atop a pinnacle wherfrom to wave a wand of instant cure. Far from it. Our civilization is in a jungle and it must chop its way through with patient, persistent effort.

The advertising man who starts out to convince the buying population of the nation that it ought to give preference to almost any standard article of commerce, has got to convince that same population that it ought to want that article bad enough to pay a whole host of unfair, improper and really needless charges, in addition to the intrinsic value of the article in question.

If there is anything in economics, if it does any good to get below the surface into the fundamentals of life and business, then it must be set down as fact that only that which is useful, that which is necessary or tangible, adds anything to the final value of merchandise. It is an economic crime to burden a commodity with a

mass of false charges. Moreover, the constant drive of competition is toward the elimination of the needless and the useless in the marketing of commodities.

Some of the maladjustment of distribution is thoughtless, some of it is due to blindness, some of it to the clinging hold of habit and some is due to causes which cannot be removed until somebody along the line gets out of the way, either voluntarily or as the result of pressure from the rest of the human family.

The householder who sees no further than his own door has no picture of the madness of distribution. The advertising man who sees no further than his copy and whose care extends no further than the collection of his account for the job in hand, can have no comprehension of what is going on in the great drift outside the office door.

The former Secretary of Agriculture told me of a consignment of chickens that originated in Iowa, went through the Chicago markets, where they were slaughtered, and finally found their way to dinner tables in Des Moines, right next door to the pens in which they were raised. En route they had gone through, if I remember correctly, the hands of some eleven intermediaries, all of whom, of course, had added something to the final cost.

That is but one trifling straw in the current. The Interstate Commerce Commission undertook to check up on the cross currents of commodity travel, and as a result it has made tabulations of the shipping routes of some of the basic commodities.

These tabulations are startling. It would be no more insane if two shoe factories were to ship their shoes back and forth to each other. That is exactly how we do our business.

Take the case of coal, not because coal is managed better than other things and not because its management is worse, but because it is typical and because it is the general source of power; take the case of coal and try it on your

pianola. You'll get a syncopation the discord of which will picture a great deal of our industrial hubbub.

The Bureau of Statistics of the Interstate Commerce Commission has shown the point of origin and the point of destination of practically all domestically mined coal, except that which goes by steamer to foreign ports.

Take a sample tabulation out of the lot; take the very first one, that showing the destination points of coal mined in Alabama. Here it is, in car lots and tons:

BITUMINOUS COAL FROM ALABAMA
Movement for April, 1920

Destination	Car- loads	Net Tons
Alabama	10,721	488,551
Arizona	2	60
Arkansas	58	2,660
Florida	433	21,382
Georgia	878	40,239
Illinois	72	3,486
Indiana	1	46
Iowa	1	50
Kansas	1	37
Kentucky	2	70
Louisiana	1,279	60,755
Minnesota	4	161
Mississippi	947	43,997
Missouri	28	1,289
North Carolina	3	167
Ohio	7	189
Oklahoma	3	117
Pennsylvania	1	25
South Carolina	29	1,860
South Dakota	3	160
Tennessee	326	14,240
Texas	92	4,250
Virginia	1	30
Wisconsin	21	955
Totals	14,913	684,739

Alabama produces only a trifling fraction of the amount of coal produced by Pennsylvania, but the proportionate story is about the same. Alabama is sending soft coal into eleven other soft coal producing States. At least eight soft coal producing States are sending part of their output into Alabama.

Pennsylvania coal is going to Texas and California; Canadian coal is going to Nebraska; Colorado coal is going to Mexico, where there is plenty of coal; Utah coal is going to Colorado; Illinois coal is going to Utah; Texas coal, close to the Mexican border, is going to Pennsylvania;

THE CHARACTER OF OUR CLIENTS
INDICATES THE CHARACTER
OF OUR SERVICE



WE believe that a close relationship exists between an advertising agency's breadth of experience, its quality of service and the variety of its accounts. Because of the wide diversity of our accounts we were led to group and serve them by Divisions of similar but non-competing enterprises of which the following is a representative example:

BUILDING MATERIALS

Asphalt Association	Asphalt
Bass Heuter Paint Company	Paints
California Redwood Association	Redwood Lumber
Harvey-Hubbell Co. of Canada, Ltd.	Electrical Specialties
Pacific Lumber Company	Redwood Lumber
Paraffine Companies, Inc.	Roofing and Floor Coverings
Vitrified Clay Pipe Publicity Bureau	Vitrified Clay Pipe

In addition to Building Materials our list of account Divisions consists of

Food Products and Confectionery	Banks and Banker
Household Articles	Office Supplies
Proprietaries and Druggists'	Petroleum Products
Sundries	Public Service and
Industrials	Municipal
Farm Equipment and Supplies	Miscellaneous

THE H. K. McCANN COMPANY
Advertising - 61 Broadway - New York

CLEVELAND

SAN FRANCISCO

TORONTO



Wyoming coal is going to Iowa, and Ohio coal is going to Arkansas.

The item may not be perceptible on the coal bill which the retailer presents the final buyer, but railroad tariffs disclose the fact that it costs money to transport coal. Therefore, if the business of coal distribution were so rearranged that each coal district first supplied its own territory and no coal crossed in transit, there would be a materially reduced coal transportation bill for the nation to pay.

If a tool works in Pennsylvania is using power derived from coal brought from Texas the cost of its output is manifestly higher than it would be if coal from Pennsylvania mines were burned. That extra freight item either goes into reduced earnings for the plant or into a higher selling price. Somewhere it is taken up, as sure as sunrise.

A DIZZY CHASE OF COMMODITIES

This madness in coal is but an indication of the madness in practically every other commodity. The power generated by coal goes into lumber and furniture and shoes and prepared foods, each of which in turn go through the dizzy process of chasing each other back and forth, wearing out railroads and intruding the invisible but very material cost of waste effort into every home and hovel in the land. Advertising does its share in carrying the load, for advertising has to put over an over-loaded commodity.

The report of the Interstate Commerce Commission, from which the coal figures are quoted, shows the same situation with regard to wheat, corn, cotton, fruits and vegetables, live and dressed meats, lumber and lumber products, refined petroleum and its products, sugar, syrup, molasses, bar and sheet iron, structural iron, iron pipe, cement, automobiles and auto trucks and fertilizers. These are not the heavily advertised commodities, but which of the advertised commodities comes to market without the aid of some one of

these listed articles? Moreover, there is no reason to believe that the same criss-cross pattern is not woven on the map of commerce by the advertised commodities. The Interstate Commerce Commission, unfortunately, has not got around to recording their perigrinations.

But let us not tarry too long with what is, after all, merely one phase of the maladjustment.

Who is there that has not raged because shipments were tied up "somewhere in the yards"? Ah, "if all those men were one big man, what a great big man that would be"!

Some railroad executive may come along with contradictions and explanations—mostly explanations, it is safe to predict—but it may be written down without fear of losing the facts that railroad terminals are among the merriest of our national jigsaw puzzles.

Richard Spillane, business authority for the Philadelphia *Public Ledger*, says that: "On much of the freight handled by the railroads of the United States 60 per cent of the cost is absorbed in terminal operations and only 40 per cent goes for hauling the stuff on the main line."

Sixty per cent for terminal operations is a figure high enough to appear fanciful if it were not the figure of an authority. Mr. Spillane continues:

"The railroad problem never will be solved until the terminal business is divorced from the transportation business or, to put it another way, until the railroads confine themselves to the carriage of freight and passengers on the main line and leave the switching business to others.

"For much of the trouble of to-day the railroads are responsible. In the keenness of competition they grabbed what they could in all the great centres—New York, Boston, Philadelphia, Chicago, St. Louis and elsewhere—and in so doing hampered each other sorely.

"In very few instances were terminals laid out with regard to science or economy. There is a

Short-cut to a Market!

ABILITY to confine your selling wholly to the actual purchasers of the daily supplies of a million homes gives you a short-cut to a market worthy of intensive cultivation.

NEEDLECRAFT MAGAZINE

Needlecraft's subscription list holds more sales potentialities than any million-name mailing list ever compiled for products sold to homes. Because—Needlecraft's editorial policy classifies its subscribers as being interested in nothing but the home while they are reading Needlecraft.

"One Woman Tells Another"



Member A. B. C.

fearful hodge-podge in various instances."

As with coal, and as Mr. Spillane points out, shippers do not appreciate the terminal evil because it is not put before them so that they can see it. The germ is not isolated.

In every large city there is a labyrinth of terminal tracks, back and forth over which cars are shunted and shuffled like dominoes, delaying goods that are wanted by the consumer, piling up labor costs, and keeping freight cars from their real job of getting goods over the main line.

CHANGE CANNOT COME BY REVOLUTIONARY METHODS

If all terminals could be torn out and rebuilt it would be possible to have at a stroke an ideal arrangement, but there are many reasons why improvement cannot come by such methods.

There are evolutionary methods by which terminal costs can be reduced. The United States Railroad Administration installed a terminal motor transport system in Cincinnati, of which Director Walker D. Hines said in his report for 1919 (page 24, Eastern Region report):

"The motor terminal system at Cincinnati providing for the handling of freight between the various terminals by motor trucks with removable bodies which can be placed in the freight terminals for loading direct from the cars picked up by the motor trucks when the loading is completed, was inaugurated May 10, 1919, and is working satisfactorily. Some of the advantages are quick dispatch of freight; saving of two handlings; 50 per cent decrease in damage to freight in loading and unloading; and decrease of about 15 per cent per ton in cost of handling. The old method was by horse-drawn wagons.

"A change in method of interchange between north bank and southern lines at Cincinnati has resulted in speeding up the movement of loads through the terminal, and where transfers formerly often consumed as much as

twelve, fourteen, and in some cases sixteen hours on one trip, they are now as a rule making two round trips in eight to ten hours. *The saving in money is estimated at several hundred thousand dollars per year.*"

In the case of the reform of a single terminal the consumer is not likely to derive much of the benefit of lowered cost, but if the same degree of improvement could be effected in every American terminal the saving would be appreciated, first by the manufacturers and then, to some degree undoubtedly, by the consumers. Speed of delivery and lowering of costs mean something to advertising men who are in the business for more than the minute and who have more than a superficial interest in the commodity world.

One of the evils of transportation is the breaking of bulk between shipper and consumer. In London I watched the operation of a model transport system which would completely abolish this evil. With this system, which, by the way, has created so much interest that the London Board of Trade has conducted an investigation of its merits, all merchandise would be transported in containers, a container, in the laconic language of the inventor, being "anything which contains"—a sack, a crate, a rope, or a wire binding. In addition the system would revolutionize terminal operations to eliminate all switching and all terminal warehouse storage. Motion is the essence of it all. But to install it completely would be to tear up the whole existing system, and there, I suspect, is the chief bar to its early adoption.

However, the Cincinnati terminal reform expresses part of the English idea and a Colonel Bonner, of Toledo, evidently is working out an idea which expresses another part of it.

To quote Mr. Spillane once more, for in an interview with Colonel Bonner he describes the Toledo idea in some detail:

"In effect the idea is for the use of a container—say of three of

(Continued on page 169)

As a "one paper in a town" proposition, the Standard Union is the choice of a considerable number of large National advertisers who depend upon it to give the most for the dollar in Brooklyn.

R. P. R. Shulman

Local vs. National Rates—The Agents' Attitude

American Association of Advertising Agencies Sets Forth Its Position

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

COMMITTEE ON NEWSPAPERS

OFFICE OF THE CHAIRMAN

NEW YORK, April 18, 1921.

Editor of Printers' Ink:

I send you herewith what I think you will readily realize is the most important document or announcement ever made by the American Association of Advertising Agencies. You will see from the letter the character of the distribution we are making of this document, the important points in which are the Resolution of our Executive Board regarding local and *national* rates and the last paragraph, stating that this is an "integral part" of the policy of the association.

Think I need make no further comment, as I know we can rely upon your giving the letter the consideration to which it seems entitled.

COLLIN ARMSTRONG,
National Chairman.

April 14, 1921.

DEAR SIR:

At its quarterly meeting on April 12 and 13, the executive board of the American Association of Advertising Agencies, realizing the unsatisfactory condition in newspaper advertising that has developed during the last few months because of the wide and varying differences between local and national rates, devoted a very large portion of its sessions to a thorough and careful consideration of the problem.

The board had before it a joint report of the officers of the executive committee of the Six Point League and the newspaper committee of the New York Council of this association, the result of their consideration of the questions involved during the last six months. The board also had before it a similar joint report from the newspaper committee of its Western council and a committee of the newspaper representatives association of Chicago.

Both of these reports are virtually unanimous upon the most important point involved, namely that the differences between local

and national rates should, in the interests of national advertisers, publishers and advertising agencies, be equalized and standardized.

As a result of the discussion by the executive board, influenced to a considerable extent by the two reports referred to above, the board unanimously adopted the following resolution:

"Resolved: That in view of the growing importance of national advertising in newspapers, and in order that national advertisers may not be discriminated against in favor of local advertisers, we earnestly urge all newspaper publishers to give serious consideration to the matter of promptly equalizing and standardizing their local and national rates. This executive board does not believe the national advertiser should pay any more than the local advertiser for the same amount of space used under similar conditions."

The board directed that this resolution, with the explanation herewith, be sent to all associations of daily newspaper publishers, and to the associations of special representatives in New York and Chicago, and that the chairman of the newspaper committee be directed to convey the information contained herein to each newspaper publisher in the United States and to the members of this association.

It must be obvious to anyone that so long as any irregularities in rates prevail, advertising agencies representing national advertisers cannot be criticised for endeavoring to purchase space at the lowest possible rates.

The executive board of the American Association of Advertising Agencies desires to emphasize the fact that its action in this matter is an integral part of its avowed policy to co-operate with publishers for the establishment of the one-price principle in



The big, 5-plus Y C Family is interesting of itself and can be interested *for* itself

Youth's Companion Families have five-fold interest to offer, five-fold needs and five-fold ability to buy the necessities and luxuries of modern living. *There is always the five-fold opportunity for Y C advertisers.*

THE YOUTH'S COMPANION, *For All the Family*
Boston, Massachusetts

New York Office: 1701 Flatiron Bldg. Chicago Office: 122 So. Michigan Blvd.

newspaper advertising, an achievement that the board firmly believes will not only simplify and encourage newspaper advertising, but redound to the benefit of all concerned.

Yours very truly,
 JAMES O'SHAUGHNESSY,
 Executive Secretary.
 COLLIN ARMSTRONG,
 National Chairman Newspaper
 Committee.

Robert B. Davis with Arnold Joerns

The Arnold Joerns Company, Chicago advertising agency, has opened a service office in Detroit to handle its Michigan and Ohio accounts.

Robert B. Davis has been elected vice-president of the Joerns agency and will have direct charge of the Detroit office, with Tom Killian, vice-president, heading the Chicago office force. Mr. Joerns will divide his time between Chicago and Detroit, in general supervision.

Mr. Davis has served for some time as account executive with Critchfield & Company. He was formerly advertising manager of the Whidney Company, Chicago, copy chief with Farkas Brothers and advertising manager of *Concrete*.

Frank W. Pekar has joined the Joerns company as auditor and assistant treasurer.

C. H. Osborne Heads The Davis-Smith Co.

C. H. Osborne, recently assistant secretary of Sherman & Lebar, Inc., New York, is now president of The Davis-Smith Co., Boston. Previous to his association with Sherman & Lebar he was advertising manager of the Regal Shoe Company, also of the Lamson & Hubbard Corp., Boston, and Balch, Price & Co., Brooklyn.

Mr. Osborne will take over the general management of The Davis-Smith Co., with particular regard to sales promotion.

Joins Howard-Garfield-Gray

Lloyd Hasty, for four years connected with commercial art organizations in Detroit as sales and service representative, has joined the Howard-Garfield-Gray organization, advertising illustrations, Detroit, in the same capacity.

Coal Company to Advertise

The Bernice Coal Company, of Chicago, mail-order dealer, has given its advertising account to Benson, Campbell & Slaten, Chicago advertising agency. A general list of newspapers and farm papers will be used.

PRINTERS' INK

New Head of Briscoe Motors an Advertiser

The Briscoe Motor Corporation, Jackson, Mich., of which Clarence A. Earl recently became president, will have a definite advertising policy and appropriation, according to D. Minard Shaw, who, as reported in *PRINTERS' INK* of last week, has become advertising director of that company.

"For the immediate future," Mr. Shaw informs *PRINTERS' INK*, "our advertising will be limited to a very extensive list of newspapers, a selected list of farm papers and a special list of class publications."

Carl S. Von Poettgen, Inc., Detroit, will handle this advertising.

Mr. Earl, who was formerly first vice-president of the Willys-Overland Company, has made the following statement concerning this company's advertising:

"I took the presidency with the distinct stipulation that we would cease to hide our light under a bushel, and would go out after business on the scale which the merit of the car and the standing of the company justified.

"As a first step we have perfected our executive organization by the addition of several men who make it one of the best rounded in the country. We are increasing our field selling force as well; and we are beginning a country-wide sales and advertising push. The response in the way of dealer and owner interest has already been remarkable."

H. G. Lord Heads New England Business Papers

At a meeting in Boston of the New England Business Papers Association, Henry G. Lord, of the *Textile World*, was elected president. Mr. Lord has been identified with the national organization, The Associated Business Papers, Inc., for a number of years. He was president of The Associated Business Papers, Inc., in 1910. At the present time he is chairman of its advisory committee.

At the same meeting Arthur R. Nagle was elected secretary and treasurer of the New England Association.

Firestone Tire Increases Appropriation

The Firestone Tire & Rubber Company, Akron, O., has decided upon an advertising campaign involving an expenditure larger than that of last year. General mediums and newspapers will be used. Copy is being placed by Critchfield & Company, Chicago.

International Marine Campaign from Logan

A special newspaper campaign has been placed for the International Mercantile Marine Co., Inc., by Thomas F. Logan, Inc., New York.

We believe that the implement and tractor dealer should know as much about farming as the farmer himself—and we edit our paper accordingly.

To do this, we spend more on the editorial side than we do on advertising solicitation, confident that in the long run, quality pays.

And it does. A thousand more wholesale and retail firms subscribe to Farm Implement News than to any other medium in the field, and our advertising volume is great enough to permit us to maintain our editorial organization even in these times of curtailment.

**FARM IMPLEMENT NEWS
CHICAGO**

Collier's

THE NATIONAL WEEKLY

at a copy

*"Uncommon
Sense in
Business"*



By W. R. Bassett in
Collier's for April 23

There is a system by which we may enjoy good business next month, next year and all the time.

This system has no provision for bad business, for "slack" periods.

It has no taint of Utopian socialistic theory.

It is a system that believes a man is properly in business to make money, and that he is entirely right in insisting on being thoroughly shown that business, considered as a service, is more permanently remunerative than business considered as a haphazard array of opportunities.

In "Uncommon Sense in Business" W. R. Basset discusses the fundamentals which underlie all business. A broader understanding of them, he thinks, will bring us nearer to the all-year-round employment of men and money.

This important article in Collier's for April 23 has been reprinted in a booklet. You may have a copy.

Collier's
THE NATIONAL WEEKLY

Apr. 21, 1921



ALEX. C. WEILLER



Reach The Consumers As Well As The Dealers.

AMONG the lines represented in Baltimore by Alex. C. Weiller are Kleinert's Dress Shields, Buster Brown Hose Supporters, Jiffy Baby Pants, Wilsnap Fasteners and Unicum Hair Nets.

Mr. Weiller has gotten a broad distribution on these products. The manufacturers of Unicum Hair Nets are supporting his efforts with a campaign through The News and The American, which will make this line known to practically every buying home in and near Baltimore. Beautiful rotogravure copy being run on Wilsnap Fasteners will find no more perfect or sympathetic handling in the United States than through the Rotogravure Section of The Sunday American, which offers, by the way, one of the lowest, if not the lowest, rotogravure rate in the entire country—35c a line.

The other products which Mr. Weiller sells here would be vastly better known to Baltimore consumers if the manufacturers would support them through News and American advertising. Incidentally, Mr. Weiller's work with the dealers would inevitably produce in larger volume if he were able to tell dealers that these products are getting the benefit of our intensified combined circulation of more than 185,000 daily and Sunday, the greater part of this total going into Baltimore and immediate vicinity, but also ramifying throughout the entire state of Maryland and the nearby portions of adjoining states as well.

Get maximum returns from the Baltimore Market! Don't be content with less, remembering that Baltimore can and will yield abundantly if cultivated intensively, and that your product will go across immeasurably better if your merchandising be given CONCENTRATED ADVERTISING SUPPORT.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

hand a webb
Advertising Manager

Merchandising Your Advertising in the Dealer's Window

A New Fountain Pen Breaks Into a Hard Market by Winning Retailer Interest

By Martin Hussobee

MY, how the unregenerate among us do get miffed when into the waste basket instead of the window go our beautiful display fixtures! The pains we took! The cusses we cuss! But after all, is the dealer always the dunderhead?

Next time, take another look at your "help" idea. Cool off, and ask yourself whether there is really anything in it. The "help" that only decorates and has no selling power—that is the sort that never gets your stuff a front place in the window. That is the sort that never multiplies your advertising. And it peeves the dealer and loses one of the biggest merchandising possibilities.

Instances are continually cropping up which show that the dealer is keen for "helps" that help. He is not craving all the time just for something to fill up his window. But he is hungry all the time for the thing that will bring new customers into his store.

Here is a case which proves that. Here the dealers saw something in the advertising which they recognized at once as something they could merchandise to their advantage in their windows—and they even made their own helps to do it.

These dealers reproduced in still life in their windows one of the advertising cuts which told a big new selling story at a glance. The cut had been designed with that idea behind it. It was meant to win the interest of the dealer. In that way the barriers to a hard market were broken down.

One of the selling points of the Dunn-Pen, a new sac-less, self-filling fountain pen, is that, without being larger, it holds much more ink. This, of course, was featured in the advertising. It was graphically demonstrated by a cut show-

ing two measuring glasses, one depicting the quantity of ink held by the average sac fountain pen, the other the quantity held by a Dunn-Pen.

It was not a single dealer, unusually alert for selling "helps," nor one here and there, who was quick to recognize the use he could make of this selling point. Practically every dealer grasped it the moment he saw the advertisement.

When a dealer on Fifth Avenue, New York, was shown the advertising by a Dunn salesman before it appeared, he quietly examined the pen and tested its holding capacity and then exclaimed:

"Gee-whiz, there's a bully chance here for a bit of window work that will do some real selling! I'll reproduce that cut in my window, measuring tubes, ink, and all, just as your artist has drawn it."

And he did. Ordinarily, that dealer is extremely conservative as to his window displays. Pens are not exactly in his line, but he carried a few makes and sold a pen occasionally to a customer who came in for something else. On a glass shelf in one of his windows, he made a very neat and simple display. There were the two measuring glasses with their differing quantities of ink and between them a card of explanation. In front lay some of the new pens together with some of other well-known makes. It was anything but a special Dunn sale display, but it told of something new in pens and told it in a convincing way.

From the morning that that display was first shown, people began going into the store asking about the new pen—and the sales ran from eight to twelve a day. And—another important point for the store—these were mostly new customers,

Not much more than a third of a block away, a photographic camera dealer on a side street made almost the same remark on being shown the advertising. He promptly had a window display prepared and his location allowed him to make it more noticeable. The basic idea was the same—the

pens a day within two weeks of the newspaper publication of the first advertisement.

In practically every part of New York, Jersey City, Newark and the adjacent territory, similar self-made dealer display helps were to be seen. All proved the dealer's keenness for helps that help. They

showed, too, how quickly pretty well every class of dealer appreciated a selling idea and was ready to take advantage of it.

A close observer going over this territory would have noticed that many of these Dunn-Pen displays were similar. The dealer had taken a piece of Bristol board, bent a strip over at right angles to the rest, made a couple of holes in the bent section and inserted glass test tubes, such as are used in chemical laboratories. Against the white cardboard the differing quantities of black ink in the tubes stood out like sore thumbs.

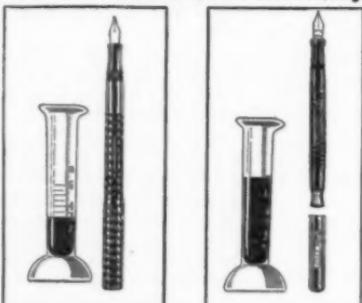
Most of these simple but telling displays were the result of tips on how to do it given by the advance salesmen. These men reported that in practically every case their suggestions were warmly welcomed.

Now, the exclamation of the Fifth Avenue dealer, and the action of all the rest

of the dealers, were exactly what the Dunn-Pen people had planned for. They could have made and distributed such a dealer help, but in that case it would not, they believe, have worked anything like so well.

First of all, had the company made this form of help, it would almost certainly have met with difficulties in getting it accepted.

The Test That Tells the Story



APPEARANCES are deceptive. You'd think that the pen at the left held as much ink as the other one—but it doesn't. It is a rubber one self-filler—the barrel is more than half full of rubber. Its reservoir contains only 30 drops of ink.

The pen at the right is the marvelous DUNN-PEN—the "Fountain Pen with the Little Red Pump-Handle." You'd think that it held a full "barrel" of ink. It is the simplest, most reliable pen ever made. *The test tubes show that the DUNN-PEN actually contains several times as much ink as the rubber one pen of the same size.*

The DUNN-PEN only requires filling about once a month. Then you simply stick it in the ink-well, and pump it full in a jiffy with the "Little Red Pump-Handle." It cleans itself automatically while you are filling it.

The marvelous DUNN-PEN

The Fountain Pen with the Little Red Pump-Handle

Your dealer sells the DUNN-PEN under a money-back guarantee of perfect satisfaction.

4 Single Pens 4 Standard Styles 4 Popular Pen-Packets 4 Dollars Everywhere

Dealer should write or call for advertising particulars
on the U.S.A.

DUNN-PEN COMPANY, 709 Sixth Avenue, New York City



THE ADVERTISEMENT THAT SUGGESTED THE WINDOW DISPLAY

two measuring glasses with their differing quantities of ink—but the explanatory cards were larger.

So soon as its pulling force had demonstrated itself, this display was augmented and given more arresting power. Some of the advertisements, which had then begun appearing, were shown. Parts were cut out and mounted on cards. Sales reached 17 to 20

It would probably have had to paint the inside of the measuring tubes to represent the ink and so overcome the question as to the possibility of the ink upsetting. At the best it would have had to mark the tubes to show the heights of the ink.

HAD THE DEALER SUGGEST THE IDEA

By leaving it all to the dealer, and leading him to suggest himself the use of the idea, the enthusiasm created was infinitely greater. When the dealer had to fix for himself the quantities of ink, there was cause for amazement which was a big selling force in itself. He was always ready to do it over again to convince a customer. Again, this plan left with him, without any mention of it too, the responsibility of the care of the display, the keeping of the ink quantities at the right heights and so on. Care! In most cases, it is said, the dealer took to it like a child with a new toy.

The Dunn-Pen was the invention of a New York man who worked, it is said, for ten years in reaching his purpose, a self-filling fountain pen without a rubber sac as its filling device. In the Dunn-Pen, the holder is just a pump, an extremely simple but, at the same time, a very ingenious one. This additional advantage is claimed for it; that the process of pumping the pen full cleans it out.

An interesting piece of ingenuity is also to be seen in the construction of the pen, the object being to make it so readily recognizable that every Dunn-Pen would carry along the message of its advertising—a billboard, as it were, in every pocket.

When the first samples were made, there was nothing to distinguish a Dunn from any other fountain pen so far as appearance went as the pen lay in a showcase or peeped out of a waistcoat pocket. Then came the suggestion to create a difference for advertising purposes. Hence the end, the part that is held during pumping, a section about half an inch long, was made red instead of black—and the Dunn-Pen became,

"The Fountain Pen with the little red pump handle."

It has often been thought that putting a new fountain pen on the market would be a million dollar job. The Dunn-Pen was launched straight on hard-headed New York, and the advertising campaign was anything but a large one—a newspaper page once a week for three weeks, then quarter-page and two-column space. The production manager asserts, according to Richard Wightman, the president, that including the cost of the advertising the sales have shown a profit from the start.

But when the first Dunn-Pen page appeared there were more than 700 dealers ready to merchandise that page in their windows and before the third page was printed there were nearly 1,000 dealers showing Dunn-Pen window displays that multiplied the advertising. It was that combination that scored.

A pathetic incident in connection with the launching of this pen was that Dunn, its inventor, died, a victim of tuberculosis, the week the pen was launched. As he lay dying he had the first page advertisement hung where he could see it from his bed. Almost his last words, two days later, were that a pen should be placed in his hands—and it was left there.

New Soft Drink Campaign Coming

At a directors' meeting of the Golden Grain Juice Company, Minneapolis, April 11, it was decided to do considerable newspaper advertising this year. This company makes "Minnehaha Pale" and other soft drinks and to date has distribution in thirty-two States.

O. F. Day, former advertising manager, is no longer with the company. No advertising agency is handling this account.

New Account with Kansas City Agency

The Ferry-Hanly Advertising Co., Kansas City, Mo., has secured the account for Muehlebach's Pilsener.

This agency has also secured the account of Sodiphene, a new antiseptic and germicide. An advertising campaign in newspapers in the Middle West is planned.

New York Passes the "Printers Ink" Model Statute

Unanimous Action by Both Assembly and Senate

ALBANY, N. Y., April 15, 1921.

Editor of PRINTERS' INK:

Your Truth in Advertising Bill which I introduced in the Assembly passed that body several days ago, unanimously, and last night at twelve o'clock it passed the Senate unanimously, and now goes to the Governor. When I first introduced the bill there was hardly a lawyer in the Legislature in favor of the measure on account of its cutting out of the present law the word "knowingly." It was owing to the arguments of Richard H. Lee at the hearings and his personal interviews with members explaining the measure, together with the influence of Richard W. Lawrence, vice-president of PRINTERS' INK, which aided me in passing the measure and to them is due a large part of the credit.

ASSEMBLYMAN CHAS. H. BETTS,
Publisher, Lyons, N. Y., "Republican."

WHEN the campaign against fraudulent advertising was first inaugurated, a prominent member of the New York Bar said to PRINTERS' INK: "If you can get your Model Statute adopted by the State of New York, the battle is won. But it will take you twenty years to do it." The above telegram, announcing the passage of the PRINTERS' INK Statute by the New York Legislature, was received exactly nine years, four months and 29 days after the first announcement of the plan of campaign.

This victory is one to which the advertising fraternity can point with considerable pride, and the credit for which is shared by many in addition to those whose names are mentioned. With New York in line as the twenty-fourth State to enact the measure (instead of being the last State to do so, as was confidently predicted), the greatest obstacle in the path of its nation-wide adoption has been overcome. The favorable action by the Legislature of New York will serve as a most impressive precedent, and the progress of similar measures in other States should be easier from now on.

As indicated in Assemblyman Betts' telegram, the bill encoun-

tered vigorous opposition, some of which came from unexpected directions, and some very powerful and entirely respectable interests were for a time aligned against it. The inclusion or the exclusion of the word "knowingly," so often the point of contention in other



ASSEMBLYMAN BETTS, WHO INTRODUCED THE BILL.

States, was the final and conclusive issue. The effects of the word were considered by some of the highest legal talent in the United States, and its exclusion was definitely recommended.

PRINTERS' INK's thanks, and those of the entire advertising world, are due to Assemblyman Betts, Senator Mullen and all those who gave of their time and energy to secure the enactment of this measure. The cause of honest advertising has taken a long step forward.

City
Population
1,823,779

Separate
Dwellings
390,000



Philadelphia

The third largest market in the United States.

Now is the time to go after sales in Philadelphia with an advertising campaign in the newspaper which goes daily into nearly every Philadelphia home, store, factory and office.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net paid daily average circulation for
March:*

516,405 copies
a day

Breaking all its previous circulation
records.

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.



When the First Gun Flared



BANG! And the bottom dropped out of several business markets!

Big manufacturers, the backbone of the industry, became panicky—small manufacturers and even dealers threw up their hands and cried quits.

Such was the situation that greeted many business papers covering various fields as we entered the war.

But did they lay down on the job? Not much. Down to the nation's hub went business statisticians to study existing foreign conditions and future domestic possibilities—out into the field went editors to investigate manufacturing facilities and immediate needs—away went salesmen to cheer up weakened industries and spread optimism based on facts.

There was work to be done by America's manufacturers to meet

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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present war demands and future after-war reconstruction. There was work to be done by these business papers and they did it—night and day, on sleeper and day-coach, in small towns and big. They actually reorganized the manufacturing basis of entire industries.

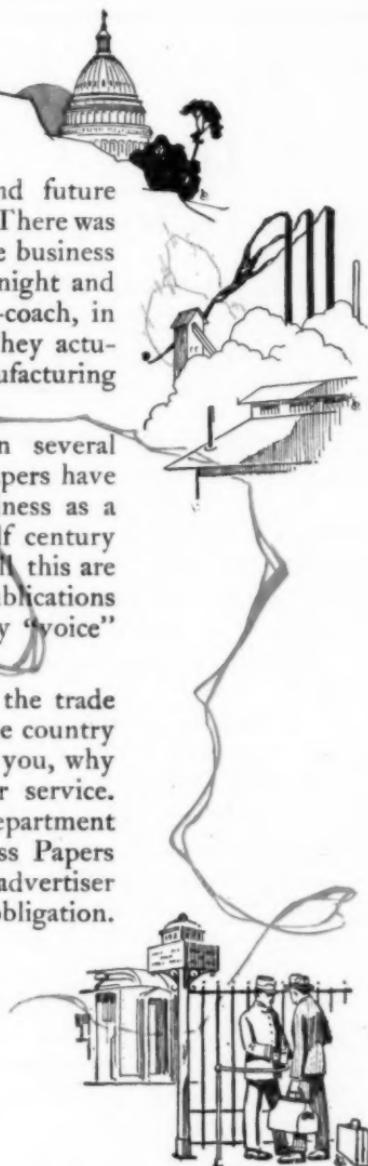
Such is now history in several trades—what business papers have done for American business as a whole during the last half century is legion. And behind all this are facts—gathered by publications which represent the very "voice" of their respective fields.

If these great powers in the trade and industrial fields of the country are not now working for you, why not enroll them in your service. The Advisory Service Department of the Associated Business Papers is ready to confer with advertiser or agent, without cost or obligation.

A. B. P.

"Member of *The Associated Business Papers, Inc.*," means proven circulation, *PLUS* the highest standards in all other departments.

Headquarters 220 West 42d Street - NEW YORK
53 different fields of industry



BUY A *BUYING* CIRCULATION

Are you buying *circulation* or buying *buyers*?

The intelligent selection of any medium hinges on that question.

Buying *circulation* is a simple enough affair. All you need is a rate card and an auditor's report.

Buying *buyers* is quite another matter—and an infinitely more important one.

Circulation represents the distribution of a specific number of copies. Any newspaper gives you that.

Buying circulation represents a definite number of interested and responsive readers. Only the dominating newspapers can give you that.

"More than 400,000" does not represent mere circulation numbers in the case of The Chicago Daily News.

It represents *buyers*. It represents a group of people who *read* the paper they buy; who read the advertising in that paper; who definitely and consciously turn to its advertising to supply their buying needs.

Don't be satisfied with mere circulation when you come to the Chicago market. Insist on *buying* circulation. Insist upon the medium that will give you the largest *buying* circulation of any daily newspaper in the city.

The Daily News

First in Chicago

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Advertising May Take the Place of Strikes

The Facts about the Rumored Campaign of the American Federation of Labor Involving an Expenditure of \$2,700,000

NEW YORK, April 15, 1921.

Editor of PRINTERS' INK:

Information has reached us that the American Federation of Labor is to spend over a million dollars in paid advertising. We should like to ask whether or not this is a fact. If it is a fact we should also like to know whether this advertising is to be upon a controversial subject, such as the open and closed shop, or to be more or less institutional in character. We should prefer not to have our name appear in connection with this inquiry.

VICE-PRESIDENT.

OUR correspondent, who happens to be one of the well-known advertising agents in New York, and who asked that his name be kept confidential, undoubtedly received his original suggestion from a recent newspaper dispatch. John W. Hays, secretary-treasurer of the International Typographical Union, as reported in a special dispatch to the *New York Times*, was said to have told members of organized labor at Denver, on April 10, that labor officials would spend \$2,700,000 in paid publicity to combat the open-shop idea. His suggested appropriation of over two and a half million has caused quite a little stir in advertising circles. His statement as reported in the special dispatch follows:

"Through the publicity methods being used by the leaders in the open-shop movement the sympathy and support that is usually accorded to the working people is being lost. Organized labor has decided that it must fight for its rights by proper publicity. This decision was reached at a conference of labor leaders in Washington recently.

"The plan being considered by the labor heads will call for the publication of two pages a month in 200 daily newspapers with a circulation of 16,000,000, and one page a month in eight of the national magazines with a circula-

tion of 12,000,000. The campaign will cost each member of the American Federation of Labor 5 cents a month in assessments."

PRINTERS' INK is able to state on the authority of a man high in the councils of the American Federation of Labor that the report is at least premature, but that there is another plan on foot which is of interest to advertising men generally. PRINTERS' INK's informant states the case as follows:

"The Federation does not propose to use paid advertising space in whatever publicity plan it may have in mind. I think I have seen reference in print to such a proposition, but it is at least not an immediate prospect. I believe, however, that local organizations and even internationals, may with reason be encouraged in the use of paid space whenever they have occasion to present their views to the public. I presume that you have noticed that the Typographical Union in Philadelphia has been using paid space on the 44-hour-week question. I am of the opinion that shortly there will be something interesting to tell about the encouragement which undoubtedly will be given in the direction I have suggested."

PREVIOUS USE OF ADVERTISING

There is of course nothing new in the use of paid space by labor unions to present their case to the public, although it is not now nearly as general in this country as it is in England. PRINTERS' INK, in an article in the issue of January 1, 1920, called "The Strike as an Outworn Advertising Medium," by Roy Dickinson, suggested this use to labor unions after giving a résumé of some of the plans which had been used by locals in all parts of the country. The Painters' Union, District

Council No. 21, in Philadelphia, as recounted in PRINTERS' INK in the issue of April 22, 1920, used paid advertising in an interesting and unusual way with "teaser" copy and a consistent advertising campaign in Philadelphia newspapers. The last advertisement in this series showed a sign painter in the act of completing a sign bearing the words "Thank You," while below appeared the announcement that the Master House Painters' and Decorators' Association had acceded to the painters' advertised requests beginning May 1. Thus this advertising campaign brought better results than the average strike.

In an article in PRINTERS' INK, issue of May 29, 1919, it was told how the Woodcarvers' Union was planning to use paid advertising in an effort to revive interest in their ancient art, and to compete with the newer, cheaper, machine-made composition substitutes.

The strike is undoubtedly an outworn advertising medium and a method of bringing labor's side of the question to the public in a most unfavorable and unbusinesslike manner. In the encouragement which the American Federation of Labor is going to give locals in all parts of the country to use paid space in publications reaching the public instead of going about their methods in the outworn and discredited manner which has been their wont in the past, there would seem to be a new class of advertising in prospect which will prove interesting to agencies and publishers especially.

A phone call to PRINTERS' INK recently from another agent asked whether there would be any disposition upon the part of the American Association of Advertising Agencies to discourage agents in accepting the advertising of labor unions. PRINTERS' INK is also able to state upon the authority of an official of the American Association of Advertising Agencies that so far as they are concerned the account of the American Federation of Labor or of any organization of labor men

in reputable standing would be considered exactly the same as an account for a manufacturer of breakfast food or chewing gum.

At the time an injunction was issued by a Federal Court against the United Mine Workers of America there was an account in a big agency ordered by the miners which was popularly supposed to run well over \$50,000. The space was to be used to present the miners' case to the public through the force of paid advertising. The injunction issued by Judge Anderson was believed by the strikers to apply to advertising as well as to any other activities on the part of the leaders of the mine workers at that time, and the account was consequently canceled.

The loss of this campaign, however, was due entirely to the Federal injunction and in no sense to any objection upon the part of either the Association of Advertising Agencies or any other force connected with advertising. The pages of America's newspapers and periodicals are an open forum for the discussion of economic questions as well as political. The advertising pages are also open to any man who wishes to buy space in them in order to present his ideas, as long as they do not conflict with the Constitution of the United States.

Advertising is more and more coming into use as a seller of ideas as well as commodities. Instead of talking about a "kept press," labor or any other element of our population would do well to buy space in order to present their views to the American public. Neither the American Association of Advertising Agencies nor any other force in the country will interpose objection to this action on their part. In the suggestion made by our labor informant there would seem to be the germ of an idea which may lead to a great number of new and interesting accounts.—[Ed. PRINTERS' INK.]

George F. Gouge has resigned as secretary and manager of the Automobile Blue Book, Chicago. His future plans have not yet been decided upon.

Importers Organize Association

American importing organizations formally effected the organization of an association last week in New York. The new association will be known as The National Council of American Importers and Traders.

N. E. Franklin, of the Kny-Scheerer Corporation, importer of surgical instruments, was elected president; Peter Fletcher, of Lamb, Finlay & Company, linen importers, vice-president; K. O. Lloyd, of Julius Kayser & Company, treasurer, and Frank Van Leer, Jr., secretary.

Co-operative Marketing of Cotton Planned in Georgia

Georgia cotton raisers plan the formation of an association, which will be known as the Georgia Cotton Growers' Association, and which will have as its sole purpose the orderly marketing of cotton. The organization of the association will be preceded by a preliminary organization to be known as the Georgia Cotton Producers' Organizing Association. This association will pass out of existence when its purpose has been accomplished. After the permanent organization has been firmly established a co-operative marketing association will be formed.

The association will be a non-profit organization and will have no capital stock.

Each member of the association has one vote and an entrance fee of \$5 is charged.

The contract does not become operative until 300,000 bales of cotton have been signed up, which must be by January 1, 1922.

The cotton grower entering the association agrees to turn over his entire cotton crop to the association for a period of five years. All cotton is graded and pooled according to grades.

The association will be given full power to sell all cotton in any part of the world, the proceeds of such sale being divided among the growers according to the number of bales each member has put into the pool.

Clark F. Ross Leaves S. S. Miller Hosiery Mills

Clark F. Ross resigned as director of sales and advertising for The S. S. Miller Hosiery Mills, at Reading, Pa., on April 1, to enter into special advertising management service in Philadelphia.

Prior to Mr. Ross' connection with the Miller company, he was for three years Pennsylvania manager for the Fairchild Publications, with headquarters at Philadelphia.

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Southern Hotels Consider Advertising

The Southern Interstate Hotel Association is considering a plan of advertising the Southern and Southwestern States, in order to bring more tourists to that part of the country. A meeting of this association was held at Galveston, Tex., last week. It was decided to raise a fund of \$100,000 to be expended for advertising purposes.

The work of raising this fund will be undertaken within thirty days of the meeting. Alfred S. Amer, who was re-elected president of the association, was made chairman of the advertising committee.

The secretary-treasurer of the association, with headquarters at New Orleans, will have general charge of the advertising work.

New Secretary of Agricultural Publishers

C. P. Hooker has resigned as secretary of the Agricultural Publishers' Association in Chicago to become advertising director of the Dowst Bros. Company, publisher of the *National Tascab & Motor Bus Journal*, *National Cleaner & Dyer* and the *National Laundry Journal*, in that city.

William G. Campbell, who for several years has been circulation manager of the Pierce Farm Papers, Des Moines, has succeeded Mr. Hooker at the Agricultural Publishers' Association. Mr. Campbell was formerly publisher of *The Fruit Grower*, St. Joseph, Mo.

Gilman, Nicoll & Ruthman to Have Boston Office

Gilman, Nicoll & Ruthman, newspaper representatives with offices in New York and Chicago, will open a Boston office on May 1, with Stanley Pratt as manager. Until recently Mr. Pratt was assistant advertising manager of the Fisk Rubber Company. During the war he served with the Emergency Fleet Corporation and before that he was advertising manager of the Boston *Traveler* and also at one time connected with the Boston *Herald* and *Journal*.

G. G. Slagg with Detroit Agency

G. G. Slagg, for three years in the national advertising division of the advertising department of the Burroughs Adding Machine Company, has joined the Power-Alexander-Jenkins Company, Detroit, as head of the production department.

Van Hoesen with Indianapolis Agency

H. M. Van Hoesen has joined the John L. Clough Advertising Agency, Indianapolis. Mr. Van Hoesen was formerly with Bert L. White Co., Chicago.

N. Y. Anti-Trust Law to Reach Price Agreements with Labor

The New York Legislature, by the passage of the Meyer-Martin Bill, has amended the Donnelly Anti-Trust Act, so as to apply to certain agreements between labor and employers, fixing the prices at which finished products would be sold. The Donnelly Act provided that agreements to fix the price of articles in "common use" were illegal if in restraint of trade. As interpreted by the courts, however, many products, among others photo-engravings, were declared not to be in "common use," and agreements with respect to them were beyond the reach of the law. The Meyer-Martin Bill, however, removes the restriction, and makes the law apply to "any article or product used in the conduct of trade, commerce or manufacture."

Martin Saxe, counsel for the New York Publishers' Association, which advocated the passage of the amendment, expressed the belief that the agreement now in force between the photo-engravers union and their employers would fall under the condemnation of the new law.

New Officers of Paper Makers Advertising Club

The Paper Makers Advertising Club held its eighth annual meeting at the Waldorf-Astoria, New York, last week, at which meeting the following new officers were elected: C. H. Barr, Crocker-McElwain Company, president; Robert E. Ramsay, American Writing Paper Company, treasurer; C. W. Dearden, Strathmore Paper Company, and D. P. Wheelwright, Geo. W. Wheelwright Paper Company, members executive committee. C. H. Cooley, of the Taylor-Logan Company, remains as secretary.

Brearley-Hamilton Has Detroit Account

The Marine Wheel Co., Detroit, successor to the Michigan Wheel Co., manufacturer of motor boat propeller wheels and motor boat accessories, has placed its advertising account with the Brearley-Hamilton Co., Inc., Grand Rapids, Mich.

Martin V. Kelley Has Scotweed Account

The Angora Specialty Company, manufacturer of Scotweed, a knitted fabric, the entire output of which is used in the making of Scotweed coats, suits and capes, has placed its account in the hands of the Martin V. Kelley Company, New York.

J. H. Korff has joined the art staff of the Michigan Engraving Co., Grand Rapids, Mich.

When publishers speak with their own dollars



IN two months, 38,511 lines of magazine and newspaper publishers' advertising was carried in *The News*. During the same period, but 6,622 lines of this classification was run in *all* other Indianapolis papers. You can follow with safety the judgment of publishers, especially when they are backing their selection with their own money.

It is also interesting to note that the largest magazine circulation in Indianapolis has been built in the last four years almost entirely on dominant advertising in *The News*.

Write for 1921 Indianapolis Radius Book

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

Why Wall street is reading a Philadelphia paper

A business man with large interests said to us recently: "Do you know that all Wall Street is reading the Public Ledger?"

When asked why, he replied, "To get Evans's daily letter from Chicago. Bankers say it is the clearest and sanest financial letter that ever came out of the Middle West."

That the world's greatest money center, well served by an excellent local press, should look for its Chicago news to a paper published in another city, is eloquent testimony to the brilliance of the report which Clinton B. Evans puts on the wire from Chicago six nights a week.

PUBLIC

*The daily circulation of the Public Ledger is
more than 240,000*



Mr. Clinton B. Evans has for years been editor of *The Economist*, the leading financial paper of the West. His letters from Chicago are a daily feature of the *Public Ledger*.

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

Try it out in Representative Milwaukee

The world's greatest advertising medium for covering the great Milwaukee-Wisconsin Market most effectively—thoroughly—economically.

The Milwaukee Journal
First—by merit

Should Copy Be Written in English or American?

A Brief for the Use of Vigorous Language

By Hobart Wiseman

EVERY now and then a discussion arises as to the necessity of good English in copy, and occasionally critics emerge to find fault with what they call the bad English in current advertising text. Whole volumes have been written, and eagerly bought, to inculcate a better knowledge of what constitutes good English in business communications.

The intentions behind such efforts are good. What the proponents of good English aim to do is to show the ignorant or the unthinking what constitutes power and effectiveness in the use of language.

Yet, personally, when I hear or read a plea for "better English" in advertising copy, in letters, or other forms of business communications, I always detect a slight pain in the more knowing part of my consciousness. For I disagree with the advocates of better "English."

What we need, I make bold to say, is not better "English" in copy but better "American."

Some of the copy written in the United States circulates in Canada and a little of it is read in England and other countries, but by far the major portion of it is addressed to the people who live, buy, and having their being between the Great Lakes and the Rio Grande and between the Atlantic and Pacific Oceans.

These people are Americans. The language they use is in part English, to be sure, but mostly it is American. Therefore it would seem only logical to talk to these people who, according to the latest census number something over 105 million persons, not in English but in American.

They respect and revere the English language, they have it taught in the schools, they use it in legal documents, partly, and on

State occasions, they write serious and profound books in it, but the language which they use most and which they most respond to, is the American language.

Put this contention to the test any time you like. Suppose you are describing an affray in which you have taken part. Say "I struck the fellow in the chest" and you will arouse only mild interest and sympathy; but say "I soaked him right in the midriff," and you will arouse instant comprehension, sympathy and enthusiasm. You will have your public with you at once, have them hanging on your words and waiting for the next thrill.

THE LANGUAGE THE AUDIENCE UNDERSTANDS

The reason is that in the second case you are using the language that means most to your audience. The language that dramatizes a situation to them best. The language whose connotations in their minds has acquired the most pulp, juice and zest.

This is not to cast disrespect on English. It is a great and noble language. It has a noble lineage and worthy traditions behind it. It has framed much of the world's grandest thought and has served as an ample vehicle for many inspiring writers. But English is our language only by inheritance. It was willed to us and therefore has come to us at second hand, as it were. We have always had great respect for it, just as we have for grandfather's uniform and sword. But grandfather's belongings, however well they served him, have never felt comfortable on us. And neither has his language. Large portions of it we discarded long ago for everyday use; certain parts we take out for use only at big-wig banquets and in pompous business letters.

Other portions we have retained, because we found the basic material good; but this material we have made over, converted, trimmed and adapted to present needs. From this has emerged a mode of speech that suits us best, but that in some respects is quite different from that used in England, Canada, Australia, and other English-speaking parts of the earth. We do not need to apologize for this fact, however.

WE HAVE REVIVIFIED THE OLD TONGUE

Ours is a different country from England and subject to different conditions; it is therefore only to be expected that it would eventually create a different language. The English themselves know this and admit that American usage has done much to revivify the old tongue.

No one can deny that it is more meaningful to say that "Young Erne and Frankie May will stand toe to toe in the squared circle to-night and exchange biffs" than to say that the same young men "will engage in a boxing contest to-night." The difference is that the first quotation presents a complete picture. It is full of life and action. It creates immediate interest on the part of the reader. But the second quotation is a mere collection of colorless words.

"But," it may be objected, "all your citations so far are from the sporting pages of the newspapers." So they are. And it is to the sporting page that we must look to-day for what is most flavorful, crisp and pungent in the use of the American language.

Rather too much of its parlance, it must be admitted, is in slang and in technical terms peculiar to the sporting world, but even omitting these, the unbiassed reader who examines a good sporting page without prejudice will find there a vigor that would work a world of improvement in advertising copy if it be taken over bodily.

The sporting writer labors under the same distresses that chronically afflicts the copy writer. He

deals with the same subjects day after day. No doubt they become in time monotonous to him. Also he has to write a great deal of matter—sometimes columns of it per day. Yet his energy apparently never flags. In his time he may have described a thousand baseball games, yet he is able to sit down to-night and write to-morrow's account of this afternoon's game with a freshness that will make an army of fans follow his words with eagerness.

A ball is never "thrown" in a good sporting writer's story: it is "slammed," "hurled," "burned," "fired," and "snapped." Or it is "slapped," "banged," "crashed," "bingled," "punched," or "cracked"—never merely "hit."

In the prize ring a blow becomes a "punch," "wallop," or "haymaker," depending on the force, or rather "steam," with which it is delivered.

On the wrestling mat a contestant never "applies a hold" but "clamps on a lock"; he does not "elude" his opponent but "wriggles," "twists," or "squirms" free.

These terms convey immediate meaning. They make a participant out of the reader. They draw pictures in bold lines and strong contrasts. They may contain lots of detail, but only that which is essential to the narrative as a whole.

The sporting writer, in the first place, is thoroughly familiar with his subject. And he knows what his public wants. A sporting event is a contest. It is a struggle between opposing forces. Struggle is the essence of drama. Therefore the sporting writer always dramatizes the event, the action, the thing, that he has to describe. Terms such as "fracas," "melee," "battle," "victory," sprinkle his text. He knows that people may take a mild interest in a sermon but that they always come whooping to a fight. Therefore he gives them plenty of fight. Fortunes sway this way and that, one side weakens as the other grows stronger, fresh forces are brought up, a standstill ensues, then comes an incident that turns the tide, and



*A circulation is no larger
than its value is to you.*

Lovers of Music in Chicago Are Readers of The Evening Post

It is seldom that one finds a daily newspaper having so large a clientele among lovers of music as has The Chicago Evening Post.

In addition to daily criticisms and notes on musical matters, each Monday The Post devotes a page to "News and Gossip of the Musicians," a weekly review of worth-while happenings in the music world.

Each Monday The Post also publishes a "Directory for Musical Chicago," a compilation of the leaders in all forms of musical instruction.

In this connection it may be stated that The Post carries more of this class of advertising than all the other Chicago newspapers combined. All advertisers know the value of the able-to-buy circulation of

The Chicago Evening Post

Chicago's Class Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

victory crowns a certain side.

Even the names that are bestowed upon sporting characters are given picturesqueness and pungency. A wrestler is called "Strangler" Lewis; a boxer is known as "Rocky" Kansas or "Knockout" Brown; a baseball pitcher noted for his long body becomes "Slim" Sallee.

WOULD PUT LIFE IN COPY

How much more meaning and life would be injected into copy describing a machine, for instance, if it could be called "Strangler" or "Rocky"; how much more vividness would be imparted to a description of its operation if it were said that it gets a "hammerlock" on its load or that it "lunges" its way through obstacles.

Take automobile copy, for example, which, with one or two notable exceptions, has become a meaningless patter of words. Suppose some of the spirit of the sporting page were injected into it. Suppose the copy were made to run like this:

"Have you a rush call for the doctor? Have you a train to catch? You can start our Roadster cold and in nine seconds be burning the road. It will slam you over the hills, take bumps without a groan, ease down at a crossing at a lift of your toe, and deliver you without a pant, as a gentleman should. Its engine carries reserve power. It packs a wallop!"

Some people might think that copy lacking in dignity, but to the young man of the type that buys roadsters, I claim that copy would carrying meaning and make him finger his checkbook.

This is not an argument for the indiscriminate transfer of the sporting vocabulary to the advertising columns. There are cases for which it is obviously unfitted and would be out of key. What I am arguing for is the spirit of sporting copy. If its juice and sap, its range of words, its vigor of expression, could be taken over, we should hear less about copy that is "lazy," or what is worse, "tired."

South America Wants Blessings of Advertising

"In going ahead with the plans for making the United States and its manufactures better known throughout Latin America," Emilio Edwards, Consul General of Chile in the United States, said at a recent meeting of the Pan-American Advertising Association, "it is to be hoped you will not forget to extend to us the blessings of that wonderful style of advertising you call educational, and which, as everybody knows, goes ransacking history, science, psychology and even poetry, in order to establish the merits of, say, a five-cent Tampa cigar. But, specially, don't forget that the best form of attaining the ends you legitimately look for in Latin America, can be through the missionary work you are able to do right here for the better understanding of things from Latin America and the ever larger consumption of Latin-American products in the United States."

Why a Newspaper Must Pay a Profit

Walter A. Strong, of the business department of the *Chicago Daily News*, in an address before the Medill School of Journalism at Northwestern University in Chicago, declared that primarily a newspaper must pay if it is to serve the right purpose.

"The newspaper that doesn't pay," he said, "is subservient to some interest or some party that does pay, and hence it will not fulfil its community purpose. Therefore it is the business of the business office to make it pay. And the business end of a newspaper is a great big job for anybody."

Mr. Strong would have the news and editorial staffs of a newspaper come off their profundities long enough to consider "the hardboiled manufacturing organization that stands back of them and makes it possible for the paper to be no man's conscience but its own."

Shuman Agency Reorganized

The Shuman Advertising Agency, of Chicago, has been reorganized as Shuman & Pomeroy, Inc. R. R. Shuman will continue as president and Horace F. Pomeroy becomes secretary and treasurer. Mr. Pomeroy has been in the publishing business in New York, being associated with the McGraw-Hill Co., Inc., and later putting out magazines of his own, including *The Contractor* and *The Modern Builder*.

A. K. Matthews Joins "San Joaquin Legion"

Alvin K. Matthews, formerly associated with his brother, Dave S. Matthews, in the conduct of the advertising agency of Humphreys & Matthews, Stockton, Cal., has become editor of the *San Joaquin Legion*, published in Stockton.

Over 62 Per Cent. Own Their Homes

¶ Over 62 per cent. of the homes in Baltimore are owned by their occupants, according to a house-to-house canvass conducted by the Baltimore Real Estate Board.

¶ The easy, efficient way to reach these home owners—as well as the thousands of Baltimoreans who rent their homes—is through *The Sunpapers* which are delivered *into these homes* by exclusive Sun Carriers.

¶ No advertiser in planning a national sales campaign can afford to disregard the opportunity for business offered by the Baltimore market. Ask our Service Department for the facts.

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

People Buy Who

*State bank resources
in the South.*



\$827,316,222 \$2,500,000,000

People of the South have the means to meet their needs of necessity and to gratify their desires in other ways.

In the South, State Bank Resources jumped from \$827,316,222.64 in 1915 and to \$2,204,297,529.61 in 1919. The year of 1921 will see the \$2,500,000,000.00 mark passed.

Figures show State Bank Resources in the South divided as follows:

Virginia	\$181,672,514.60
North Carolina	226,888,238.88
South Carolina	157,872,877.82
Georgia	252,347,197.53
Florida	84,014,150.59
Tennessee	221,861,074.32
Alabama	111,185,149.61
Mississippi	144,228,546.49
Louisiana	281,518,944.59
Oklahoma	158,606,136.45
Arkansas	145,180,992.20
Texas	238,921,706.53

Have Money to Spend

No small measure of the South's Success is due to its newspapers. They wield an influence which binds the South as a unit. Southern Newspapers are an intimate part of the Southerner's life.

The press of the South is the dependable medium for reaching the Southerner and his family. They have the money to spend, and through the columns of their papers they seek the markets.

Advertisers using Southern Newspapers have found Dixie a fertile field for quick results in selling their products.



SOUTHERN NEWSPAPERS
PUBLISHERS' ASSOCIATION
Chattanooga, Tenn.



Af-ter all is said and done

Charles Francis Press

461 EIGHTH AVENUE
PRINTING CRAFTS BUILDING

NEW YORK CITY

Telephone Longacre 2320

Putting Sleep on an Advertising Basis

The Simmons Company, by Glorifying Slumber, Gets Across an Important Sales Message—Morpheus Active in Numerous National Accounts

By W. Livingston Larned

A LECTURER from Europe, some years ago, made the public statement that America had forgotten how to sleep, if, indeed, it had ever mastered that important problem.

In his opinion, sleep, rest, recreation were arts.

There is a science in doing them well.

The average American made a farce of sleep, this lecturer thought. And he was gradually undermining the national physique, health, constitution, the reserve forces.

The American bed was a snare and a delusion. Hotels were filled with monstrosities in this line. The diet of the country was not encouraging to sleep. People ate all kinds of things at all hours. Amusement, after dark, left the individual so keyed up, nerves so tense, that sleep was impossible for hours after retiring.

The very rooms in which people were supposed to sleep encouraged wakefulness. We breathed the same old air over and over again, because of our inclination not to raise windows. We slept in the wrong position. There were too many night noises in the streets. Sleep in America was sadly disturbed by the habit of the alarm clock.

"The American," he said, "bravely sets an alarm clock for a certain hour in the morning, often an unnecessarily early one. He thinks he wants to get up with the birds. He knows this is the most exhilarating time of the entire day. Then he remains up until two or three o'clock a. m. after having gone to a motion-picture theatre at six-thirty, too much dinner at seven, another theatre at eight-thirty, an after-theatre meal and finally a *Midnight Roof* performance.

"But your American jumps from bed and strangles the alarm clock, climbs back into bed and sleeps fitfully until the second alarm period has been reached. Thus real sleep is broken and can seldom be regained. I have known Americans to play with an alarm clock as a cat does with a mouse, setting and resetting the alarm a half dozen times, only to sneak back for another snooze. Why not make it eight o'clock and be done with it?"

The advertiser, of late, has taken it upon himself to combat this fault, if fault it be. He is glorifying sleep, making people think a great deal more about it than has been his past custom.

A NEW IDEA—SELLING SLEEP

The Simmons Company, manufacturer of beds, has perhaps led in this "Better Sleep" idea. There was a time when makers of beds talked almost everything except sleep. The looks of the bed, its expert designing, the wood, the finishing, the quality of metal, the durability—all of these were favorite advertising themes.

But sleep came in as a mere incident.

It was reasoned that, of course, people knew beds were built to sleep in. Why tell people the obvious? It was not argued that perhaps people failed to look upon sleep as an important transaction. Developments have shown, however, that the idea of sound sleep, its importance, its close relationship with health, can be made an even greater sales theme than the workmanship of a bed or a mattress. A vast number of people do not even respect sleep. They are reluctant to go to bed at all, when night comes. They take sleep as they might take a dose of spring tonic.

Of the many excellent reforms traceable to advertising, no one of them can be more important than this new idea of making people respect sleep.

In the case of recent Simmons Company advertising, the campaign

The Fine Hospitality of Restful Sleep

With her feeling of responsibility for the welfare of her guests and children, every woman is responsible for the comfort of those who sleep with her. *She built her bed for sleep.*

This means as much to her as it means to the Simmons Bed Firm, makers, dealers—service & agents, or a customer. You can't sleep well unless you have a comfortable sleep—every night, every night.

And another other thing. Nearly every woman wants to have a comfortable bed to sleep with. That's why she buys Simmons Beds. One doesn't care to distract the other or compromise either or either interests.

The "CORTADITO" is one of the many exquisite Period Designs exclusive with Simmons Beds. Your choice of many other designs, including the Spanish, Gothic and French styles. Here are square four-posters, as well as round, oval, and semi-circular beds. Printed Sheet Catalogue: Birth, free, upon request.

* * *

FREE BULLETIN ON SLEEP!

Write for "How Lacking Method" Journal and Health Magazine. See also "How to Get a Good Night's Sleep" and "Ever a Perfect Night's Rest."

SIMMONS COMPANY
NEW YORK ATLANTA BIRMINGHAM
BOSTON CHICAGO DALLAS
DETROIT HOUSTON MEMPHIS
MINNEAPOLIS ST. LOUIS
PHILADELPHIA PORTLAND
SAN FRANCISCO

The "CORTADITO" Bed is a fine bed.

SIMMONS BEDS
Built for Sleep

ADVERTISING THAT DIRECTS THOUGHT TO RESTFUL SLEEP AND ITS CAUSES

has made remarkable progress. It started with the basic thought that these beds are "Built for Sleep." There is much less concern about showing styles of beds and of emphasizing workmanship than of putting a halo around the head of Morpheus and giving him the lion's share of the space.

It was a bold thing to do, but a profitable one. A bed is something that stays sold, as a rule. You can argue a man into buying a new motor car every year, but

not so with a bed. Once a household is fitted out with its full complement of beds the prospect ceases.

The Simmons idea has been not only to sell Simmons beds to people who are out to buy beds, but to persuade the consumer who has a bed that he should get rid of it and put in a Simmons.

Arguments that had to do with design, workmanship, etc., would scarcely bring this about. If, on the other hand, people could be made to think more seriously of the question of sleep, the field would be far more receptive. People would ask themselves if they were receiving, at the present time, a square deal in this matter of sleep—restful, refreshing sleep. Perhaps the bed, then in use, was not as good as it might be.

The characteristic Simmons advertisement reaches its story by a roundabout course. First comes some pictorial symbol of sleep, and in full color, from an exquisite water-color painting. Generous space is devoted to it. A study of a countryside vista, by moonlight, in soft shades of blue and gray and purple. A calm sky, dotted with stars. A bridge, a little river, a far-off country home, in repose for the night. It is a perfect night for sleep!

"Restful sleep," states the text, "depends very largely on inducing every nerve and muscle to relax." The trend is all in the direction of telling just how important a good night's rest is to people. It has so much to do with health, with the activities of the day, with commercial enterprise, with business success.

A dozen years ago, the bed manufacturer would have laughed at the mere suggestion of copy and illustrations of this character. He would have insisted upon large illustrations of various models of beds. "People have got to sleep," he would argue, "so talk bed, not sleep."

It has been mainly through the pleasant instigation of modern advertising that people have been won away from the old-style bed, to the twin-bed idea.

The Green, Fulton & Cunningham Co. agency is running a campaign in The Minneapolis Tribune for the Dort Motor Car Co., of La Crosse, Wis. The schedule calls for 25 insertions running twice weekly and each Sunday. This is strong copy, beautifully illustrated, and should help materially further to popularize Dort cars in Minneapolis and throughout the trade field of The Minneapolis Tribune in the Northwest.

A large and attractive repeat campaign has been inaugurated in The Minneapolis Tribune for Fatima cigarettes by the Liggett & Myers Tobacco Company. Copy and schedule come from the Newell Emmett Co. agency and \$40-line copy is running once a week to May 23, inclusive. Fatima cigarettes have been built up to a heavy demand in the Northwest by consistent advertising in The Tribune.

The Minneapolis Tribune has been selected for Lever Bros. Rinso campaign in the Northwest, a consistent schedule running to August 25th, having been placed through the J. Walter Thompson Co. of New York. Copy is of varying sizes and runs twice a week—on Tuesdays and Thursdays.

The Klau-Van Pietersom-Dunlap Agency has listed The Minneapolis Tribune for a campaign in the Northwest for the Motorcycle & Allied Trades Association. Six-hundred-line copy is used on Sundays running to June 12. Institutional copy with a strong educational message in behalf of motorcycle riding will do much to extend the popularity of this already popular means of transportation in the Northwest.

The Minneapolis Tribune is carrying a convincing series of advertisements for Pennock's Pudding, placed for Eustis, Pennock & Co. by the

Tucker Agency. This copy has a strong appeal to the consuming public and is inspiringly illustrated.

"Kyanize" is the thought that is being driven home to the people of the Northwest by a series of striking display advertisements now being published in The Minneapolis Tribune by the Boston Varnish Company. Copy and schedule come from the Wales Advertising Co. This is a particularly good time to advertise a varnish and paint line in Minneapolis and to The Tribune's trade field, because our people "held down" on such expenditures during the war and are just beginning now to do these things, as well as to carry out a \$50,000,000 building program.

Phoenix hosiery, already well known in the Northwest, is being further popularized by a series of most attractive advertisements now being published in The Minneapolis Tribune. The copy, \$12 lines in three columns, is large enough to command attention. It is beautifully illustrated and the text carries a strong argument home to the consumer. Copy comes from the Gardiner Advertising Company and is a credit to that agency.

The Gem Safety Razor is being further popularized amongst the men of the Northwest by a series of snappy ads running three times a week in The Minneapolis Tribune straight through the year to December 29. Copy and schedule come from the Federal Advertising Agency.

Another well-sustained schedule comes from the Federal Advertising Agency to The Minneapolis Tribune on Herbert Tareyton cigarettes. This business runs three times a week and carries well into the mid-summer months.

Member A. B. C.

The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

The Simmons Company has collected some remarkable scientific data on this subject and put them into a book which is sent on request. It bears the title: "What Leading Medical Journals and Health Magazines Say about Separate Beds and Sound Sleep." Advertising has been largely responsible for the sudden popularity of the health-giving twin-bed idea.

A large laundry concern in Providence, R. I., has been running a series of newspaper advertisements that has attracted wide attention because of the very new copy appeal. Sleep is the test of each little daily sermon, thus:

"As you spend a third of your life in bed, everything connected with your slumber should be scrupulously clean." The advertisement proceeds to tell just how sleep is encouraged by sweet, immaculate, fluffy bed clothing correctly laundered. "You'll Sleep So Much Better" is the concern's slogan.

The modern advertising of Ostermoor Mattresses has taken up the sleep argument in a nationwide newspaper and periodical advertising campaign.

The following pieces of copy are significant:

"To look your prettiest, get a sound sleep every night." This advertisement is an appeal to women readers. "It is during the hours of sleep that nature restores used-up energy and imparts fresh, wholesome beauty to your face—the kind that is more than skin-deep. But you can't get the right kind of sleep if the mattress is lumpy, if it sags, or if it is soft and lifeless." The pictorial hint is thrown out that the modern woman does a deal of dancing and that her social obligations keep her in the ballroom, theatre, etc., several nights a week.

And another angle:

"Sound sleep rebuilds the energy in tired bodies. Contrast the strenuousness of our lives with the simple living of our parents. Is it any wonder that we feel worn out at the end of the day? The matter of sound sleep is becoming more and more important, for that is nature's only chance to re-

build the daily energy that we use up."

But it is not alone the advertisers of beds who are making us think, as a nation, more seriously on the subject of sleep. Numerous other products find it possible to touch upon this same theme, and convincingly.

OTHER ADVERTISERS GIVE CONSIDERATION TO SLEEP

Certain manufacturers of toothpaste remind us that sleep is the period when germ-life does its worst. When food is left to decay in the mouth over the slumber period it not only endangers health but actually disturbs restful, easy sleep. Doctors verify this statement.

Mothers are being made to think more seriously about the foods that are eaten at night, and their relation to the digestive organs during sleep. Doctors have been at us for generations and we have merely smiled. More serious attention is paid to the advertiser.

Manufacturers of heating plants and devices, as well as of beds, have undertaken to educate the farmer, to whom sleep is indeed a vital necessity. The farmer gets very little sleep, as a rule, during the crop season, when he most needs it, and every slumbering second should bring him rest. His beds and his heating systems have been primitive.

Thus campaigns along these two lines have been dwelling heavily on the subject of sleep and it has made the farmer think more seriously of a long-neglected topic.

Ingersoll Radiolite watches opened up a new advertising theme and one that has been very successfully applied.

For the use of "radium" in the home, in this sense, has been one of sleep's active friends and allies. "Under your pillow at night," says an Ingersoll newspaper advertisement, "do you ever wake up at night, or on a gloomy, chill morning, and wish you knew the time? And doesn't it take almost your whole will-power to get up from your warm bed, turn on the



The right magazine circulation is like a good blotter—it absorbs printer's ink and retains an impression. That's why Waterman's Ideal Fountain Pens are advertised in magazines of The All Fiction Field.

The
ALL FICTION FIELD

"The Field of Greatest Yield"

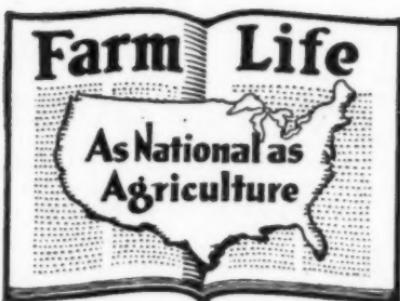
Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation

Lay Your Money on



850,000 Circulation

An optimist is a man with faith enough to go ahead and do things. He believes in the future.

The full blooded cheerfulness of Farm Life has drawn to it by natural processes of selection 850,000 farm subscribers of more than ordinarily optimist bent.

They are the 850,000 farmers who don't believe the world is coming to an end because the price of wheat went down.

SPENCER, IND.
Farm Life

the Cheerful Man!

They expect to be doing business next year at a fair profit and to continue to live in reasonable comfort.

They are planning their work and working their plans. They are buying the essential things for another year's production. In short, the Farm Life clientele is in a state of mind that makes good business possible. The truth of this is shown by the way Farm Life advertising is outpulling that in other national farm papers. In Farm Life you reach them in a publication that thinks as they do—and they like it for that very reason.

THE FARM LIFE PUBLISHING COMPANY
Publishers

Advertising Representatives
JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Detroit Kansas City
San Francisco Atlanta Cleveland

SPENCER, IND.
Farm Life

light and try to read the time from an ordinary timepiece—your eyes squinted by the glare? A Radiolite under your pillow—and one glance at the softly glowing hands and figures—and you know the time—scarcely aroused from your doze."

The Simmons campaign, however, has been the true pioneer in this new work.

For it has dared to make sleep's symbols the main illustration, the main talking point, while displaying beds, in line and in a far humbler manner, elsewhere in the advertisement.

"But," it might be argued—has been argued—"this sort of advertising will sell beds just as readily for the other fellow, for the rival concern. Sleep is no one manufacturer's trade-mark. It's free property, in an advertising sense. This campaign will sell sleep to the public. Can you be so sure it will sell Simmons beds?"

We have heard this argument before. It is by no means a novelty.

The Simmons Company was the first to make a serious campaign on a basic plan of sleep. It jumped into the field with a real running start. It made the idea almost a trade-mark before any of the others were conscious of it. To all intents and purposes, therefore, the sleep theme belongs to Simmons. To copy the style of the advertising would be the rankest sort of plagiarism.

Obvious facts and arguments can be so manipulated, if taken in time, as to virtually belong to and be identified with the advertising of a certain product. The Simmons Company rushed in where others feared to tread. It has done its job so thoroughly, and with so much good taste and artistic merit, that sleep and Simmons Beds will, for a time at least, be affinities in the public mind.

Joseph C. Gries with C. E. Johnson

Joseph C. Gries, formerly of the Johnson Studios, of Chicago, has gone with the Charles Everett Johnson Company, of the same city, as contact man.

Newspaper Campaign for "Planco Segars"

A newspaper campaign for Planco Segars is being prepared by Bachelor, Mason & Brown, Detroit advertising agency, covering a period of twenty weeks. This agency is also placing an extensive newspaper campaign for the Hotel Wolverine, Detroit's new hotel, and for the Hotel Fort Shelby, also of Detroit, and has recently secured the account of H. B. Dewstow, New York.

Pilgrims Elect Officers

At the annual meeting of the Pilgrim Publicity Association, Boston, held on April 12, Henry Kuhns was elected president. The other officers elected were: H. Wesley Curtis, vice-president; Geo. D. Moulton, treasurer, and Mark W. Burlingame, secretary. Directors elected for two years are: A. T. Haskell, E. H. Kittredge, Wm. H. McLeod, Prof. Daniel Starch and E. F. Worcester.

J. C. Penney March Sales Increased

The sales for March of the J. C. Penney Company, chain stores system, were \$1,309,106.99 ahead of the same month a year ago. The figures are \$3,732,440.88 for March, 1921, and \$2,423,333.89 for March, 1920. The sales for the quarter this year are \$3,581,395.33 more than for the similar period last year.

J. V. Ambrose with Frost, Landis & Kohn

J. V. Ambrose, formerly with the American Association of Foreign Language Newspapers and more recently with the H. L. Winer Special Agency, has joined the New York office of Frost, Landis & Kohn, publishers' representatives.

Joins Peterson Agency in Grand Rapids

F. V. Broady, formerly with the Brearley-Hamilton Co., Inc., Grand Rapids, Mich., has joined the sales staff of the Walter J. Peterson Co., advertising agency, of that city.

Cedric B. Smith Becomes Advertising Manager

Cedric B. Smith has left the *Professional Engineer*, Chicago, to become advertising manager of the Chicago Bridge and Iron Works.

Agency for Hood Tires

The Hood Rubber Products Company, of Watertown, Mass., has placed the advertising of its tires with Philip Kobbe Company, Inc., New York.

21

Where
do you get
your opinions?



ALK freely with any group of strangers (say in a Pullman smoking room) and you will be struck with the thought that very few men think up their own opinions.

That is true of everybody.

Our opinions are formed out of stuff we read and hear, pieced out with experience and reinforced by having friends express similar views.

One man's experience is too little in this big world for him to roll his own opinions on a thousand different subjects. So he forms his opinion largely from what seems to be the general opinion of his associates.

So true is this that the man who forms all his opinions independently and never borrows from others is looked upon as an "opinionated cuss."

Then where does the Public get Public Opinion?

From the newspapers, from editorials and advertisements, from books and magazines and advertisements, and from the talk of people who read these things.

The editor and the author try to mould public opinion about politics, manners, and the news. Some of the men who do national advertising try to mould favorable public opinion about their goods. Not all of them succeed. Quite a number are so carried away by the idea of selling that they do not see that a favorable public opinion is the foundation and frame of any great selling effort.

When you start in to mould public opinion, it is like starting in to mould anything else.

You must know when you begin what shape you want it to take. You must know that the opinion you seek is a possible

normal shape for an opinion—a shape that will last—not an impossible, abnormal shape that won't stand knocks and wear.

And you must keep on moulding. If you slow down or stop, the material won't go on moulding itself.

It will "set" in just the condition you left off and be merely a shapeless, unfinished effort, so discouraging to contemplate that you may leave it to stronger hands than yours to finish as they please.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, INC. *Advertising*

10 STATE ST. 381 FOURTH AVE. McCORMICK BLDG.
BOSTON NEW YORK CHICAGO

Moulding favorable public opinion for articles or services that deserve it

A Newcomer Revises Sales Units of Established Manufacturers

In the Perfume Field Nips Gains an Instant Success by Reducing the Sales Unit of Several Advertised Expensive Perfumes

By Edward T. Tandy

A N officer of the United States Army invented a process for sealing small quantities of liquid in lengths of glass tubing. One of the great advantages of the idea was that when the liquid was wanted all that was necessary was to break off the elongated fused ends of the tube, which could be instantly done with the fingers.

During the war this method of handling highly volatile liquids was extremely useful. By means of it, large volumes of most volatile liquids could be put up in the small quantities in which they were required in use, could be preserved at the proper strength, and be instantly ready anywhere for service.

After the war was over, the inventor thought his invention was of no big value. He saw no use for it in civil life extensive enough to be worth bothering with. He sold his idea to three brother officers for, it is said, a mere song—and turned to look for something else to invent which might prove worth while.

For quite a time the three new owners could not strike upon anything that seemed to promise a profitable application for the idea. Then came the suggestion to apply it in the sale of expensive perfumes. "Sure thing!" said a perfume jobber. Nips Company, Inc., followed. The result can only be described as remarkable though it was natural enough.

Within two months of the appearance of its first advertisement Nips spread to every State in the Union and even to Cuba. In New York where the advertising appeared, a big business had been built up. Repeat orders came in faster than they could be filled. The Nips works at Hoboken, N. J., which had been merely experimental, were turning out 50,000 Nips

a day, and a big new plant was being rushed.

This immediate success had all the appearance of sheer luck. It was due, however, simply to the merchandising insight which recognized at once how the new invention in glass-making could be used to open up the market for costly perfumes.

By reducing the sales unit from \$10 to \$1 and from \$5 to 50 cents Nips broke down the market barriers and carried exclusive perfumes into the vast popular field. The ingenious Nips method at once made expensive perfumes possible to practically every woman—and there were millions of them waiting for the chance.

NOT A PRICE CUTTING IDEA

Not less noteworthy is the point that while Nips can claim to effect a saving, together with greater convenience, to the perfume user, that does not involve a reduction in the manufacturer's price; it is no price-cutting idea. It expands the sale by reaching out to that great body of women who buy their own perfumes and would rather spend 50 cents or a \$1 at a time than \$5 or \$10.

The Nips container is something like a hollow needle swollen a little in the centre. It is two inches long and has a knob about the size of a pin's head at each end. Each container is said to hold six drops of perfume. Fifteen of these little "bottles" make a bundle of about three-eighths of an inch in diameter.

Twelve or fifteen of these six-drop containers—sixty or ninety drops in all—form the Nips sales unit. They are at present put up in a celluloid case which just holds them, and enables them to be carried even in the pocket if needs be. Arrangements are being made

Apr. 21, 1921

at the time of writing to replace the celluloid case with a gilded copper one.

Nips, the name, originated from the circumstance that the only way to open this unique container and empty out the contents is to break, or nip, off both ends of the tube. Here, when the possible prospects of Nips were being examined, lay the one element of doubt.

It was thought that possible purchasers might be frightened away from Nips by visions of cut fingers. To have to break glass and leave sharp, ragged points does not seem a good selling feature. The idea of broken glass around a dressing table is anything but pleasant.

A broken Nips certainly does look dangerous, but it is not. All the danger of cutting has been removed by the use of lead glass. The ends nip off easily—and they can be ground between the softest fingers without doing more harm to them than would be done by grains of sand. An entire tube might be mashed up in the palm of the hand without hurt. Only deliberate effort to inflict a scratch will make the ragged ends of a broken Nips tube do it and even then it is not easy.

The value of the Nips idea in the field of costly perfume is considerable. Perfumes are highly volatile. Once a bottle of perfume is opened, its contents rapidly evaporate and degenerate. Not even well-fitting glass stoppers can prevent this. The air that enters each time the bottle is opened is sufficient to do the mischief.

This fact makes it almost impossible for dealers to carry expensive perfumes in bulk. Unless the demand is very active, the trade is certain to result in loss. A dealer who opens a bottle of \$10 an ounce perfume to sell a dollar's worth may find that what he has left in the bottle will be largely gone both in quantity and quality by the time the next call for it comes along.

In perfumery stores where women drop in to have their handkerchiefs perfumed with these expensive extracts, the charge for

just enough for a single handkerchief is usually 50 cents. Only two or three drops may be used, but the charge has to cover not only what is actually used, but what is lost by wastage.

Some stores are now selling a single Nips for this purpose—and the charge is ten cents. As much perfume may be used, but there is no wastage to be counted in.

The great idea behind Nips is that wastage is prevented in the

What's in Your Purse?

Your choice: *Ward's*
Your favorite rouge?
Your favorite lip-stick?

Why Not Your Favorite Perfume?

HOBIGANT'S 75c
12 Perfume Boxes
12 Quinette Boxes
COTY'S 1.00 **DJER KISS** 50c
16 Quinette Boxes

Nips, The Handy Way

For the first time in history, Nips has made possible the carrying of perfume in a safe, compact, and inexpensive container. Nips are little cylindrical glass tubes which hold the very smallest amount of perfume. They are made of a special glass which is impervious to evaporation, insulation, or soiling.

Nips With Economy

In Nips you get the finest perfume obtainable, without the expensive glass bottle. You can buy and carry less perfume in the Nips than you would in a glass bottle, and yet have enough to serve all the daily needs made to return to the store for a refill.

NIPS CO. INC.
Manufacturers
Hoboken, N. J.

E. T. BROWNE DRUG CO.
Manufacturers' Representatives
127 Water St., New York

TELLS THE WHOLE STORY

handling of the extremely small quantities needed in the case of fine perfume. It does that not only by preventing evaporation but also by reducing to a minimum the actual quantity of perfume required at a time, so that no more than is wanted is used, and none is spilled in pouring it out.

The Nips tube is said to have been designed as to size after exhaustive experiments to find the exact quantity of perfume neces-



Only character can give lasting value to a newspaper. For more than a generation, The Minneapolis Journal has been known as a clean, plain-spoken, interesting and serviceable newspaper, finely representative of the people who read it.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

sary to perfume a handkerchief. One Nips therefore holds just enough perfume for one using. There is no overuse, no possible evaporation, but "just the right amount of fragrance" as the advertising says.

What is left in the unbroken tubes remains hermetically sealed and can be kept indefinitely. Moreover, Nips can be as easily carried as a powderpuff. The case of Nips is about the size of a lipstick and can be taken in purse or handbag.

Ordinarily rare perfumes are put up in fascinating bottles, which are treasured as decorations of the boudoir or dressing table. Even if they wished to do so, women would not find it convenient to carry one of these bottles around in their handbags.

It is hardly an exaggeration to say that Nips sprang into being on a single rotogravure page in a New York Sunday newspaper. This again was a striking proof of the power of a merchandising idea which popularizes an exclusive product without depreciating it. The effect was really amazing.

As copies of the New York newspaper percolated North, South and West, with its announcement that L'Origan and Quelques Fleurs, never retailed before in units of less than \$9 or \$10, could be retailed in \$1 Nips, that Parfum Ideal could be sold in 75-cent Nips and Djer Kiss for 50 cents, dealers wrote and telegraphed from all over the country. For two months there were dealers' orders coming in from that one advertisement. The money orders that came in direct from consumers amounted to more than half the cost of the advertisement, and no such orders had been invited.

The situation as to this advertisement was unusual. Practically every dealer in the line in New York City, on the promise of the advertising that was to be done, had been sold—but rarely to a greater extent than a dozen Nips cases, retailing at a total of \$6 to \$12 at the most.

Then the buying slump came and it was doubted whether it would

not be wiser to hold off for better times than to run the risk of opening a new venture at that most unpropitious moment. But the dealers clamored for the promised advertisement. The advertisement was rushed in.

There was no time to correct proofs. The name and address of the factory at Hoboken was given instead of those of the distributor, the E. T. Browne Drug Co., of 127 Water Street. Through that slip it became possible to check up all the business that came in from this one advertisement. All the rest carried the name of Browne.

From this also arose a good instance showing the keenness of dealers to get in, even in the depths of a buying slump, on something that looked promising. Nips had not been in existence long enough to have a telephone, a credit rating or even to be known.

Still more unusual and interesting was the evidence disclosed in the correspondence and orders of the first two months. Here is a sample. One New York department store which started with a dozen cases of Nips, sent a messenger round for a gross dozen, followed that with an order by mail for three gross dozen and then a dozen gross dozen. And that was how the orders went.

When it is remembered that there are probably ten million women and girls in this country who had looked at these rare perfumes in their attractive containers and had had to say, "It is beyond me!" it is easy to see what would be the likely result of breaking down that barrier. The success of Nips may look like luck, but it is simply a case of good merchandising.

Macbeth-Evans Glass Account for New Cleveland Agency

The Mears, Richardson, Briggs Co., advertising agency, Cleveland, recently established, as already reported in PRINTERS' INK, is handling, in addition to the advertising account of The Winton Company of Cleveland, the accounts of The Macbeth-Evans Glass Company, Pittsburgh, and The Cleveland Folding Machine Company, Cleveland.

Market Surveys that do not Solicit Advertising

The Chicago Evening American takes pleasure in announcing its readiness to supply accurate and timely reports on the condition of the Chicago Market to advertisers and advertising agencies.

These reports, based upon adequate and intelligent inquiry among wholesale and retail dealers and among consumers where necessary, are designed FOR THE INFORMATION OF THE ADVERTISER.

They disclose conditions as they are, and not as they should be, to justify an advertising campaign.

This service is at your disposal. You may use it freely, and with full confidence in its accuracy and disinterestedness.

CHICAGO EVENING AMERICAN

EVENING

Member A. B. C.

March Circulation Over 400,000

Sales Opportunities and In Present Hand

Restricted buying—smaller but more frequent orders—are general today. In this condition lie both sales opportunity and sales danger.

In normal buying times manufacturers whose distribution is entrenched are protected from invasion by the large stocks of their merchandise that dealers regularly carry. For this same reason new companies find it both hard and costly to break through this barricade and win over for their products any large amount of dealer interest. With the present low state of dealers' stocks, however, and small lot but more frequent buying, there has come about—as it were—a temporary "open market."

During this "open market" it is vitally important for all manufacturers to keep in closest touch with their distributors and maintain in them that favorable *attitude* on which their active selling to a large extent depends. To new companies the present opens special opportunities to build up for their merchandise—through aggressive advertising—new dealer connections. For old established manufacturers it brings increased necessity to hold in line their old distributors by keeping their sales story insistently before them.

ries and Sales Dangers and-to-Mouth Buying

There is one certain way in which manufacturers can resell the hardware merchants of the country on their products and give dealers fresh sales arguments and their merchandise new selling impetus — namely, HARDWARE AGE, the paper hardware dealers BUY and READ for just this sort of sales information and suggestion. As their nationally influential BUSINESS paper, HARDWARE AGE can put manufacturers' selling stories most effectively before these merchants and keep constant their hardware selling opportunities.

Remember HARDWARE AGE goes—on hardware merchants' *paid* subscription—at the highest price of any hardware paper—to the buying and the selling power of the hardware trade, small town and large town, retail and wholesale. In HARDWARE AGE manufacturers are assured DELIVERY of their sales messages—in the way best calculated to produce for them the greatest national effect.

HARDWARE AGE
239 West 39th St., New York, N.Y.

*Member Audit Bureau of Circulations
Member Associated Business Papers, Inc.*

Mr. Fultz—An Iowa Furniture Dealer—

says: "I carry three lines of Kitchen Cabinets. The average woman buys the Kitchen Cabinet that she knows about—Farm Women are more familiar with KITCHEN MAID than others. 75% of my Cabinets are sold to farm women."

Here's one good reason:

One of
the adver-
tisements
appearing
in THE
FARMER'S
WIFE

Let the Kitchen Maid be Your Kitchen Aid



"—and there's even a place for pie!"

For those who depend on their Kitchen Maid for the preparation of their meals, there is no better way to do it than to have a Kitchen Maid cabinet. It is a cabinet that is built to last, and to give the best service. Whether you are looking for a cabinet to hold your dishes, or for a cabinet to hold your clothes, the Kitchen Maid cabinet is the one to buy. It is a cabinet that is built to last, and to give the best service. Whether you are looking for a cabinet to hold your dishes, or for a cabinet to hold your clothes, the Kitchen Maid cabinet is the one to buy.

WAGGONER-EDGECOTT COMPANY, ANDREWS, INDIANA

KITCHEN MAID
THE SMOOTH SURFACE ROUND CORNER
KITCHEN CABINET

One out of four Iowa Farm Women look to THE FARMER'S WIFE as their guide for the purchase of all household equipment. The same is true in all of the 750,000 farm homes reached by

THE FARMER'S WIFE

A National Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

Where Do Good Salesmen Come From?

What Some Employers Have Found Out Whose Rules of Hire Have No Cobwebs

By Ray Giles

ONE of the most successful salesmen in England, until well in his fifties, was a cabby. The late "Diamond Jim" Brady, whose record at selling steel cars was even more remarkable than his collection of precious stones, came from the Grand Central Station where he "smashed" baggage.

Where do good salesmen come from, anyway? A sales counselor, prying into the subject, recently asked twenty-six prominent manufacturers. It was my privilege to see the replies. Every one was written with perfect sincerity and frankness. To look them over, one would imagine that the whole process was standardized, simplified, the easiest thing in the world. Every one agreed that the ideal salesman was relatively of a certain age. (It will not be printed here because it isn't so!) Every one agreed that married men were best, with the proviso that they were not sent on trips of such length that they developed chronic homesickness. Every one agreed that the ideal salesman needed health, soundness, industry, poise. Every one agreed—yes, perhaps there was the whole trouble, *every one agreed!* They agreed so hard that it looked almost suspicious.

When every one agrees, the time is often ripe to consider whether or not the agreement isn't merely a habit which might profitably be broken.

"The find of the year" in the case of one manufacturer of an article of men's wear, was a clerk recruited from one of the big department stores. Clerks aren't supposed to have much personality. This one was true to type. He had nothing much to recommend him from the standpoint of orthodox sales management. Poise? No. Impressive? No. Magnetic? Not so you could notice it. Yet

he was among the company's three top men inside of four months. His employer says that sheer industry is responsible. The ex-clerk simply spent more time and effort than nearly every one of his fellows.

CONSIDER THE RETAIL CLERK!

To employers looking for a fresh and vigorous infusion into the blood stream of their sales organizations, the retail clerk is often worth serious consideration. "You can never tell from what unusual source you will pick up a crackerjack salesman," says the general manager of one company. "We are always interested in clerks who are trying to break through." Commonly the reason is that the clerk is well educated along retailing lines and can thus often better put himself in the dealer's place than the salesman who has always worked for a manufacturer. But in the opinion of this general manager these are small reasons. The big one is that the clerk has habitually worked long hours and steadily. He is disciplined. If he is of the right sort he carries this habit of industry into his road salesmanship. His number of calls per day runs high. And in spite of the prima-donna salesmen's testimony to the contrary, the number of calls per day has a marked and direct influence on sales results.

This was verified again by a recent experience of the New York branch manager of a moderate-priced automobile. A young man came in one day last summer on fire to sell automobiles. He had been working as a subscription canvasser for magazines. His earnestness got him a chance. Shortly after came the slump. The fellows hung around the show room floor. Every one agreed that

it was no use; might as well wait until things blew over. The canvasser graduate began to think things over. He had been the last man put on. It looked as though he might be the first to go.

Then, one day as he was looking out of the front window, he decided to forget "leads," conditions and such like. Within a square mile to the north were hundreds of high-grade apartment houses. Hundreds of tenants certainly had old cars that would have to be swapped in for new ones within six months. This man went out, not to sell cars, but to canvass. He felt that a certain number of calls could not fail to bring some kind of results. He started in on the top floor and pressed every bell. He wasted no words. Reaching the "lady of the house" he simply asked, "Do you want a _____ car?" His car is well known. He didn't bother to explain. Working in this way, he came very close to the pre-slump record. This he claims was the best possible way to bring the car to the attention of owners of more expensive cars who might, in face of conditions, be induced to replace their worn cars with a cheaper make.

"Star salesmen hired away from competitors," says the vice-president of one corporation, "must always be bought at a premium. The salesman developed within the house is easier to keep satisfied from the income standpoint and slower to leave. That is why I prefer to get men to whom the job I offer represents a real opportunity. The lofty manner in which somebody else's star sometimes accepts my proposition doesn't promise well for the effort he will put forth for me."

Where do salesmen come from? The sales manager for one of the leading automobile companies was a plumber only a few years ago. The star salesman for a well-known underwear was formerly a stationary engineer. A millionaire who motors down Fifth Avenue to work every morning took a great fancy to a traffic cop who formerly handled that thoroughfare at 34th Street. To-day he is one

of "New York's finest" salesmen. Evidently the sources of supply are not to be limited.

"We have always leaned strongly toward football and baseball players," says one of the partners in a middle-western concern which manufactures tools. "They have had to learn the value of team work. We want team workers, not individualists. We can teach a team-worker all he needs to know about our line. The individualist is apt to be more unwilling to learn."

A New England manufacturer of an office specialty prefers men who have worked their way through college. Education is essential in his opinion, but only when combined with hard work. The man who has worked his way through college in all probability is well settled in the habit of plugging.

WHAT INVESTMENT SECURITIES DEALERS REQUIRE

Among big dealers in investment securities the standards of personal appearance and culture are high. At least one Wall Street broker has supplemented his force of men of this type with quite a number of men whose appearance, manner and history enable them to make the small investor feel more at ease. These salesmen are not so much at home in the office of the big investor or the home of the society leader. Their records are established over on Second Avenue and Ninth Avenue. It was they who disposed of the company's allotment of bonds issued by one of the big packing houses. They took the proposition over to the butchers in the side streets and put it over by the single thousand with blocks now and then that multiplied that amount a dozen times.

Several years ago there appeared at the home office of a newly organized motor truck manufacturer a gentleman from Boston. He was decidedly shabby. He had none of the outward signs of the successful salesman. He asked for the sales manager. Reaching that executive, he opened his brown leather portfolio and fished out a

80,000 real Money-Spenders

Here they are—devotees of House & Garden—people who buy the magazine because it shows them how to spend their money lavishly, yet wisely.

In its editorial and advertising pages they find ten buying ideas where they started looking for one. If you combed out 800,000 mass circulation you couldn't find as much real buying power as is here concentrated in House & Garden's selected clientele. That's why advertisers who use it secure astonishing results. Here are a few letters:

From a manufacturer of shingles:

"We have consistently advertised in House & Garden for the past five years. We have never felt that we could afford to either cancel orders placed with you, or discontinue copy for the reason that House & Garden has been a most consistent result-producer. It evidently yields a big influence among architects and prospective home-builders that have a purchasing power."

From a maker of water filters costing from \$250 to \$1000:

"We can say without hesitation that the results from House & Garden are far ahead of those produced by any other publication on our list, which includes 47 class and trade publications."

From a wallpaper concern:

"We may say that the total number of inquiries coming through House & Garden exceeded the total of seven other magazines. The result, I believe, speaks well for House & Garden."

It's not too late to start using House & Garden NOW.

House & Garden

bundle of letters. "I want the Boston agency for your truck," he said without introducing himself, "and there's the reason why." This man had for several years been partner in a small hardware store. He had mechanical leanings but early became tired of small stuff—bolts, saws, flyswatters and the like. He wanted to deal in bigger units. The motor truck field appealed to him. He could not afford to lose, however. He wanted to assure himself in advance that the truck he sold would be a first-class selling proposition.

Once determined to make the change, he worked fast but thoroughly. He wrote first to the editors of the automobile and motor truck trade papers asking them to name the three or four motor trucks which in their opinion were best in the heavy-duty field. He made a complete collection of catalogues and selling literature issued by the different manufacturers. Then the answering letters of the trade-paper editors began to come in. They were for the most part cautiously worded, but between the lines our friend caught warm admiration for certain characteristics of certain makes of trucks. He then spent a week going around among traffic managers. He stopped to talk with motor truck drivers who could spare him a few minutes at the curb.

His selection had by this time narrowed down to three makes. He secured lists of users. He wrote to these, stating frankly his reason for doing so, and asking a confidential expression from them regarding their experience with motor-trucks. The desire to lend a helping hand to one starting out in a new business is one of the most hopeful characteristics of man. Nearly all of the users replied fully and without reservations. It was their reports on top of the rest of his information which enabled the hardware dealer to come with such conviction to the sales manager.

The hardware man, he admitted, had made himself the best trained salesman on their force. His information on trucks was copied and made the basis of a special

selling course for the employees and agents of the company. He soon became one of the best of the salesmen who worked on that truck.

One of the most skilful salesmen of high-priced cars in New York City was formerly a waiter in one of the host of restaurants styled the "Original Maria's." He is French—distinctively French. In his presence you feel that if France were not a Republic he would surely be nothing less than a count. He has the distinguished manner and speaks English with considerable difficulty. He knows how to win the approval of Beau Nash. During a hard spell de B— took out blueprints of a new model and sold over twenty of them to fashionable New Yorkers before the car itself was in production. De B— does not discuss mechanics. He cannot. He simply conveys an impression. He has contagious enthusiasm. He makes the most of it. And he holds his customers.

THE STORY OF A TRICKSTER

Since this may seem to border on sharp practice perhaps the story of an out-and-out trickster salesman may be permissible. The sales manager for a subscription book business after looking over record sheets, called in the three highest men. He wanted to get their slants on selling. The top man was formerly proprietor of an unsuccessful curiosity shop. Curio collecting had been his hobby. Forced to close his store, he took the nearest means at hand of securing an income. He became a book salesman. He found that the problem was largely one of staying with the prospective customer for more than three minutes. Book salesmen who can avoid a quick dismissal usually turn in a good volume of business.

This man was by nature somewhat eccentric. He was not above making himself even more so for the sake of sales. Across an ample front of waistcoat he wore a watch chain which carried an odd Chinese ivory miniature made into a watch charm. To this lone representative of his curio collec-

You have seen a beautiful picture like Millet's "Angelus" cheapened and dulled by an incongruous frame, hung against a clashing background.

You have marvelled at the real values of the same picture when framed and hung as it ought to be.

You will be interested to test it yourself—the difference in impression made by any quality-advertisement when seen against the background enjoyed in the Post, as compared to that provided by any other New York newspaper.

A recognition of the opportunity to have quality-advertising enjoy its maximum efficiency, both in appearance and in clientele, is the reason for 5,628,000 lines of this kind of advertising in the Post last year.

New York Evening Post

FOUNDED 1801

L. D. FERNALD, Manager of Advertising



Our Equipment

Our new General Offices occupy the whole of this new four-story building and give us more than 18,000 square feet of floor space arranged to secure the maximum of operating efficiency.

Equally well equipped at our branch offices, and strongly supported by our representatives, we offer an intelligent and effective service that reaches from the Client's office desk right around the world.

J. ROLAND KAY CO.

FOUNDED 1903

Foreign—INTERNATIONAL ADVERTISING—Domestic

18 East 41st St., N. Y. CITY, U.S.A.

161 East Erie St., CHICAGO, U.S.A.

J. ROLAND KAY CO.
JOHN HADDON & CO. (Est. 1814)
London, England

SOCIÉTÉ DE PUBLICITÉ
JÉGU, HADDON et ROLAND KAY
27 Rue de Rome
Paris, France

J. ROLAND KAY CO.
255 a George St.
Sydney, N. S. W. Australia

J. ROLAND KAY (FAR EAST) CO
5 Uchisaiwai-cho
Hibiya Park Tokyo, Japan

REPRESENTATIVES:

Buenos Aires Rio de Janeiro Calcutta
Cape Town Shanghai





A Short Talk on Talk

Since the day on which man was given the gift that "distinguishes him from the other animals," Talk has been the only commodity, exchanged between individuals, communities or nations, of which the supply has always been greater than the demand.

Therefore, "Talk is cheap"—except when it expresses an idea suitably and forcibly, or describes an object clearly and completely.

Then it becomes invaluable—it is such Talk that we have equipped ourselves to employ effectively in the interests of our clients.

And it is not mysterious as to origin, but the result of common-sense study of, and sincere devotion to, the fundamental ideals, the merchandizing aims, and the advertising problems of those who seek our aid and counsel.

This quality of Talk, moreover, cannot be acquired in a day—for eighteen years we have been learning how to use it in all quarters of the globe, and the increased sales and enlarged profits of our clients prove that it is good Talk.

Let Us Talk With You.

J. ROLAND KAY CO.

(See opposite page for nearest office.)



tion he added three more! Four watch charms—and every one an oddity—made an exhibit which apparently had large hypnotic power. At all events, between his display and his selling talk he held the eye of enough people well beyond the three-minute period to build up a remarkable sales record.

Picking up good salesmen is a great deal like picking up good trombone players. Trombone artists operate in symphonies, jazz and clown comedies. It all comes under the head of trombone playing, yet trombone players of the three schools will use their instruments in ways that are entirely different. Similarly the salesman may be one who holds his foot in the door or a business diplomat. There are many classes between the extremes.

For this reason good salesmen are often recruited from widely varying sources, depending upon the variation in selling problems. An eastern manufacturer found that his Italian gardener brought business out of the Italian quarter of New York in volume which had never before been thought possible.

In another business, considerable success has been had with ex-Y. M. C. A. secretaries and school teachers. Men from these occupations are often very skilful at laying their wares simply before the buyer. Having dealt for years with boys and young men, they have formed the habit of expressing themselves with unusual simplicity. They are positive—sometimes too much so at the start, but that is soon rubbed down. They have patience. They have often been found the best possible type of salesmen to introduce merchandise in new forms. They make good "missionaries."

The man picked up from an unusual source sometimes succeeds simply because he hasn't the thoroughly developed salesman's reverence for old-time salesman's customs. One such recruit, taken on as a long shot, was given a list of hard-shell buyers which other salesmen had given up. To the surprise of his employers, he began shortly to produce orders from this kind of a list. In their indif-

ference to him, the house had given this man no training at all. It was found that he invariably asked for "the president." He didn't know any better, didn't even know that there was such an official as a purchasing agent. Every now and then he got to the man on top. He waded right in, regardless of the fact that the president didn't do the buying. And frequently the president decided for once to take the buying in hand or turned the salesman over with a strong recommendation to the man below.

The man born and brought up at selling often has hard and fast ideas as to who will and who will not make a good customer. A letter of inquiry is turned over to him. He knows right away from the handwriting that the writer will not be worth calling on. How? Oh, he has been at the game long enough to spot a poor lead at a mile's distance. Leads of this kind were often discarded by the salesmen for the manufacturer of an independent home lighting system. A country boy who was given a chance on the sales force proved that these leads ran nearly as high in possibilities as the inquiries typed on engraved letterheads.

Phonographs and extra-fine refrigerators often sell more easily in "the homes of the lowly" than anywhere else. Why? Because lack of intellectuality concentrates the attention of this class upon ear, eye and mouth enjoyment—and they are willing to pay the price for anything that helps. The lighting system salesmen who passed up lowbrow inquiries was overlooking this important fact.

The cub who just knows that he's a natural born salesman often thinks that the talking must all come from his side. Sometimes he works years before he learns his needed lesson. Probably this is why some of the men who have broken late into the army of salesmen have succeeded. They opened their talks with specific questions rather than blanket declarations.

"We have developed a great fond-
(Continued on page 73)



The Message
that is Made of Days.



A dozen times a day a man consults his calendar. It carries the message that is made of days. It establishes the importance of time and orders all business motion. It controls production, billing and collections. It settles disputes and influences decisions. It is the time-table of the world, the monitor of promptness and accuracy and the faithful mentor of obligations—social or commercial.

This is Color Printing Headquarters—where beautiful, serviceable calendars are made for those who keep their name and business in sight of buyers. The subjects of them are often the work of artists who have a place high in their calling. The mechanical nicety of their repeated work is not surpassed and each is a duplicate of the other in careful execution.



It isn't a moment too early to think of your calendars for next year—and we invite you to take up the matter with us as soon as may be. The more time we have for preparation, the better the results will be. Whatever the sum you wish to spend, we are prepared to meet your needs. And as is true of all departments, all orders, large or small, meet with only one kind of attention—care.

We design and print labels, cartons, wrappers and fine folding boxes that have strong character and high quality. Working with large advertisers, we fashion advertising and selling helps that carry the final urge to buy. From furnishing the idea, to delivering the lively, spirited window trims, cutouts, store cards and posters we work definitely for sales results.



Another important field of accomplishment is the making of striking covers and inserts in lively color for magazines and catalogs, showing goods with marked truthfulness to life. Our productions of merchandise are said to be unexcelled—and our patented process of duplicating fabrics gives such realism that the eye is put at a loss to tell print from textile.

Our trademark bureau, without charge, creates trade names and devises trademarks, searches titles to existing ones. In this department are filed 730,000 such devices, registered and unregistered. So at a great saving of money and time, and probably avoiding costly litigation, by comparison, we quickly establish whether or not a design is entitled to registration. Looking into this may pay you.

If you are interested in fine printing craftsmanship, write us on your business stationery for the most realistic specimen you have ever seen.

The United States Printing
and Lithograph Company
Cincinnati, Baltimore, Brooklyn

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ness for men who want to quit engineering, reporting or any other line of effort where a situation must be sized up before work can be begun," says one manufacturer. Men of the investigative type of mind, he has found, may bring in orders more slowly, but they build upon the most solid of all foundations—a knowledge of the customers' problems and requirements. The sales manager for one house selling entirely in the mechanical field says, "We have never had any success at all in trying to turn engineers into salesmen, but we have had splendid results with technical school graduates who found after a year or two at engineering that they would like to become salesmen."

Reporters often make excellent salesmen. This is not due primarily to their well-developed ability at mixing, but to the training they have gone through in the way of prying for the facts.

For similar reasons, the lawyer who turns to salesmanship is often a chronic quota-exceeder.

FAVORS "EXPERIENCED IN ADVERTISING" SALESmen

The manufacturer of a line of toilet goods favors young men who have had advertising experience. His product is not demonstrably better than that of his competitors. His advertising, however, far outshines theirs both in quantity and quality. This is the fact which he wants put over. The druggist, of course, carries a larger proportion of advertised goods than the retailer in almost any other field. The salesmen recruited from another toilet goods house would only worry himself thin over an attempt to build up his selling talk on the merchandise itself. The advertising men tackle the job from the standpoint of the advertising campaign and let the goods speak pretty much for themselves.

The owner of a statistical service sold to wealthy men reports great success with "genteel persons" who must pad up their genteel incomes in order to meet the advances in living costs which have come during the past few years. His sales force is made up largely of men

of the class which corresponds to the second sons of foreign nobility. The better men of this type have proved their ability to get past secretaries and telephone operators where younger, up-from-the-ranks chaps poorly succeeded. In plain words they "have the front." In this line frontage counts. Also, they don't *look* like salesmen. And nobody knows how often the salesman has never gotten in because the go-between was asked "What does he look like?" and answered, "He looks like a salesman."

That is probably why so many hodcarriers, clergymen, plumbers and professors have made good as salesmen. For one thing, they don't *look* like our accepted type of traveling man. And the second reason is like unto it: they don't *act* like Mr. Typical Salesman either. The unexpected still has its value. Variations of type still have their charm.

Sometimes an enthusiastic user of the product makes a strong addition to the sales force. The fanatic on a subject should be seriously considered, no matter what may be his race, age or previous history. "Our two best men," says a tractor manufacturer, "were farmers' sons who developed an immense enthusiasm for our tractor through actually using it on their fathers' farms. One of them wrote us such an enthusiastic and intelligent letter of endorsement that our sales manager decided to look him up and see if he wasn't more worthwhile to us than to the farm."

In selling to certain trades, classes and professions, salesmen are sometimes best recruited from that class itself. The fast-talking, flashily dressed city chap seldom makes a killing among the farmers. Publishers of school books have frequently found that school teachers make excellent salesmen. Ex-doctors sell well to physicians, ex-dentists to the dental profession. A great bond of sympathy often is immediately established by the salesman who is able to say, "I was formerly in this line myself."

The manufacturer of an appliance for the deaf learned that his best salesmen were not miracle

men of magic selling force, but plain, simple deaf men who wore the appliance itself and through its assistance were able to lead normal business lives.

An ex-actor sometimes makes a good salesman. He is nearly always a good talker, enthusiastic and used to the road. His appreciation of a steady job and all expenses paid may cause him to be very eager to make good in his new work.

"Men who know the ropes" from the merchandise standpoint are often found "out in the shops." Business is generously spotted with this type of successful salesman. And the frequency of his presence suggests emphatically the wisdom of not letting the Rules of Hire accumulate too many cobwebs.

The Strongest Association Journal

THE trade journal, although often the official organ of some trade association, is not always published by the organization. In every industry there are generally one or two commendable trade publications which discuss in a general way matters of considerable interest to the industry, but which are not in any way connected with the trade association of the industry or its activities. They are not antagonistic to the association, but they are entirely private ventures. Their principal object, of course, is to secure advertising from a specific group of business men, and the matter which appears in their columns is chosen merely for its general interest to the trade.

But when a trade journal is published by a trade association it is almost always used as an aid primarily in furthering association activities. Such papers do not attempt to cater to the views of opposing interests merely to secure their advertising. One particular association that produces a good trade magazine censors its advertising very strictly for reliability in the same way as do some of the leading newspapers in the country.

The question as to whether or not an association should publish its own journal is one open to a great deal of discussion. Those who have not tried it always think that some day they may do so, but those who have tried it are apt to advise against it. This at least may be said: When a trade association undertakes a publication of any considerable size, for instance, a monthly magazine, it may expect innumerable difficulties.

The ideal arrangement in an industry is to have one or two good publications issued independently by private parties, and then for the association to have its own regular bulletin, of whatever size may be convenient, but issued as a matter of intimate information to the members each month and in no way dependent on subscriptions or advertising.

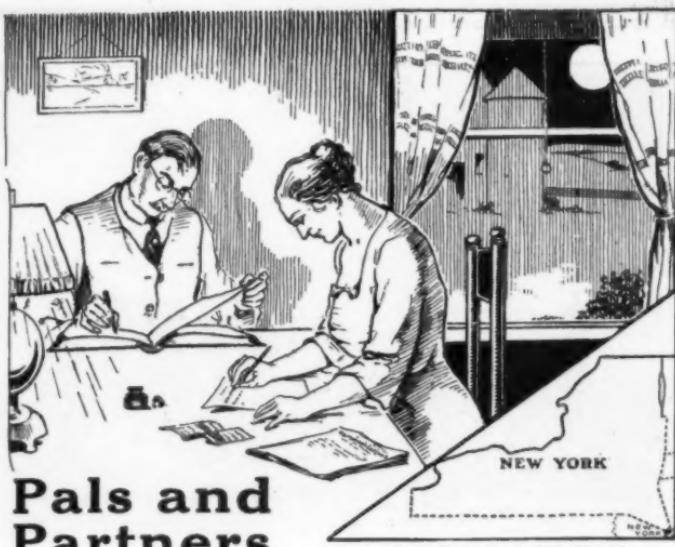
Some associations which have members dealing in a variety of products have a system of exchange advertising in their bulletins; that is, so much space is set aside for the members, any one of whom may insert a limited-sized advertisement of his product which may be of interest to other members of the association. From "Trade Associations, Their Organization and Management," by Emmett Hay Naylor, reprinted by permission of the Ronald Press Co.

Joins United Printing Company

Max Berman has been appointed vice-president in charge of the New York office of the United Printing and Specialty Company, of Passaic, N. J. Mr. Berman was recently manager of mail-order advertising for the Lane Bryant Company, of New York. He has been succeeded at the Lane Bryant Company by Thomas J. Carnese, who was formerly in advertising work for the National Cloak & Suit Company of New York.

Rubber Account for Akron Agency

The advertising account of The Star Rubber Company, Akron, O., has been placed with The Ohio Advertising Company of that city. Newspaper advertising, dealer help and direct-by-mail work is being done for this account.



Pals and Partners

New York City's Fresh Milk District

THE DAIRY FARMER and his wife are both pals and business partners. He is the production manager of the dairy plant. She is the corresponding secretary and often the purchasing agent.

Both read "The Dairymen's League News." It is "The Farmer-Owned Marketing Paper"—"our paper," they call it. This aggressive paper keeps them abreast of the mighty co-operative movement which is now the talk of every Eastern dairy-farm household.

The 93,309 dairy-farm families who own and subscribe to the Dairymen's League News enjoy steady year-round incomes from the sale of fresh milk. Here is an *active* market for a great variety of products, concentrated within a few hundred miles of New York City. You can dominate it at very moderate cost through "The Dairymen's League News."

Let us send you sample copy and rate card.

A Paper Owned and Read by 93,309 Dairymen

The Dairymen's League News

UTICA, N. Y.

Birge W. Kinne
303 Fifth Ave.
New York City

Girard Hammond
Advertising Manager

John D. Ross
10 S. LaSalle St.
Chicago

"The Farmer-Owned Marketing Paper"



NEW YORK **The Greatest Market in the World**

CONCENTRATED within a radius of fifty miles the Metropolitan District of New York contains 10% of the population of the entire United States. Here are over

10,000,000 Consumers and 45,000 Retailers

New York City alone offers manufacturers a market vaster and richer than Chicago, Philadelphia and Detroit combined.

Co-operation Offered Advertisers

Besides realizing the enormous sales possibilities of such a market every manufacturer who wants to sell his goods in New York should know more about the co-operation offered him here by the Merchandising Service Department of the New York Evening Journal.

This series of advertisements will tell you of the work done by that Department for some of the largest manufacturers in America.

Back of this Merchandising Service is the tremendous purchasing power of the Evening Journal's circulation of over 681,000—more than double that of any other evening paper in New York.

LARGEST DAILY CIRCULATION IN AMERICA
THE NEW YORK EVENING JOURNAL



The Field Men of an Aggressive Merchandising Service

THE field men of the Merchandising Department form one of the component parts of the greatest service in America. They cover their section of the city, visualizing the advertising to retailers, placing window cards, window trim, proving turn-over—in a word doing the things which produce dealer initiative and a link-up at the right time with the advertising copy in the Evening Journal.

96,112 Personal Calls on Dealers Were Made During 1920

This Service gives an aggressive dealer contact resulting in aggressive dealer co-operation for aggressive manufacturers.

This Service of co-operation is offered without cost to dependable manufacturers of worthy products who plan to enter and win the greatest market in America—New York.

For details of what this Merchandising Service Department offers you write

NEW YORK EVENING JOURNAL
2 Columbus Circle New York City

CA
K. DOUBLE ANY NEW YORK EVENING PAPER
EVENING JOURNAL

Circulation is the *LIFE* of a newspaper

"Circulation means to newspapers what the air we breathe and the circulating blood means to the human body."

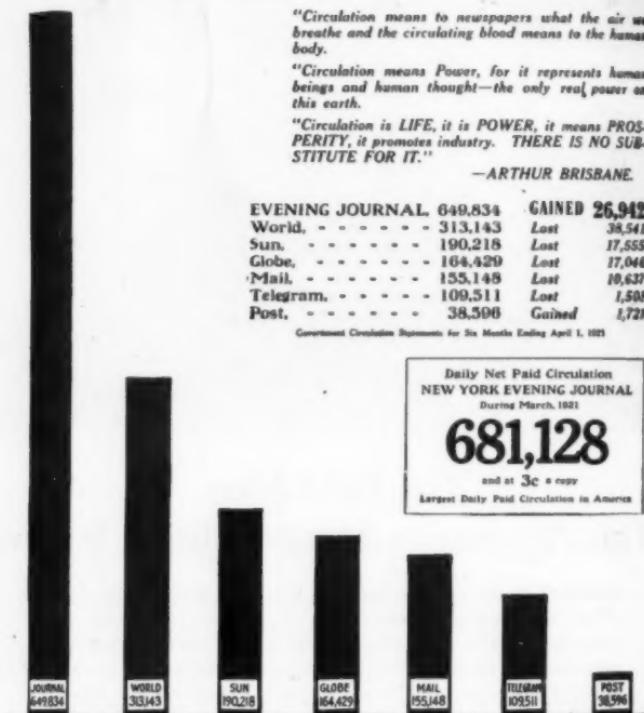
"Circulation means Power, for it represents human beings and human thought—the only real power on this earth."

"Circulation is *LIFE*, it is *POWER*, it means *PROSPERITY*, it promotes industry. *THERE IS NO SUBSTITUTE FOR IT.*"

—ARTHUR BRISBANE.

	EVENING JOURNAL	GAINED	26,942
World, - - - - -	313,143	Lost	38,541
Sun, - - - - -	190,218	Lost	17,555
Globe, - - - - -	164,429	Lost	17,046
Mail, - - - - -	155,148	Lost	10,637
Telegram, - - - - -	109,511	Lost	1,501
Post, - - - - -	38,506	Gained	1,721

Government Circulation Returns for Six Months Ending April 1, 1921



Daily Net Paid Circulation
NEW YORK EVENING JOURNAL
During March, 1921

681,128

end at 3c a copy

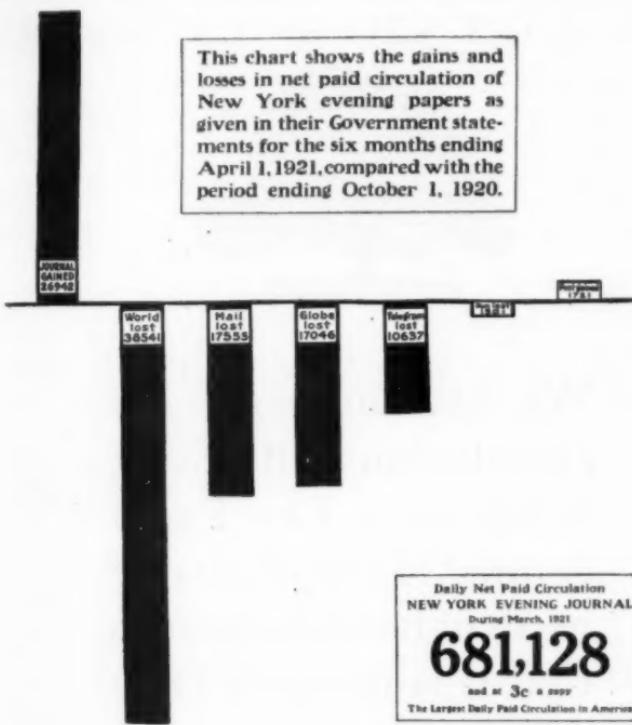
Largest Daily Paid Circulation in America

The Circulation of the Evening Journal is more than
DOUBLE that of any other New York evening paper

SUPREME IN ADVERTISING AS WELL AS CIRCULATION

THE NEW YORK EVENING JOURNAL was the ONLY New York evening paper that GAINED in Paid Display Advertising during March, 1921, compared with March, 1920.

THE NEW YORK E



Daily Net Paid Circulation
NEW YORK EVENING JOURNAL
During March, 1921
681,128
and at 3c a copy
The Largest Daily Paid Circulation in America

The Circulation of the Evening Journal is more than
DOUBLE that of any other New York evening paper

SUPREME IN ADVERTISING AS WELL AS CIRCULATION

THE NEW YORK EVENING JOURNAL was the ONLY New York evening paper that GAINED in Paid Display Advertising during the first three months of 1921 compared with the same period of 1920.

EVENING JOURNAL



We have no corner on circulation ability. It is because The Farm Journal editorially fits the needs of business farmers that it is the only farm paper ever to reach 1,100,000 circulation.

Optimists buy, pessimists don't. When Wilmer Atkinson founded The Farm Journal, he made it cheerful. It has been that way ever since. Its readers are buyers.

A Manufacturer's Distributors Should Not Be His Competitors

A Case Where Advertising Needs the Help of Salesmen

THE McCORMICK-ARMSTRONG AGENCY
WICHITA, KAN., April 8, 1921.

Editor of PRINTERS' INK:

A roaster of coffee in a small way secured fair distribution in limited territory by means of his own salesmen, then came to the conclusion that his line was not heavy enough to justify maintaining his own sales force.

He then began distributing through wholesale houses, each of which pushes a private brand to the prejudice of our hero's sales. As a matter of fact this coffee roaster has been steadily losing in percentage of distribution, in spite of consistent consumer advertising.

His conclusion that he cannot maintain a sales force of his own seems to be sound. Every available wholesale outlet channel is clogged by private brands. How can he economically get and hold distribution? Can you refer us to any articles in PRINTERS' INK dealing with a similar problem?

McCORMICK-ARMSTRONG AGENCY,
C. F. WOOLLEY,
Manager.

WE are afraid this coffee roaster made a mistake in discontinuing his sales force. If any business needs salesmen to maintain its volume, it is certainly the coffee business. It is highly competitive. No one should enter it unless he is willing and able to conduct the most aggressive sort of sales campaign.

What this roaster has done is to put his distribution in the hands of men who are virtually his competitors. A wholesaler who has his own private brand of coffee is for all practical purposes a competitor of the coffee companies. If there is one thing that a private brand wholesaler would like to do above everything else, it is to build up a profitable volume on his coffee. Can you expect such a distributor to push the manufacturer's brand? You cannot. It is like entrusting a lamb to the tender mercies of a wolf.

Of course, not all wholesalers have their own brands of coffee. The idea prevails in some sections of the country more than in others. But even though a wholesaler has no coffee of his own to favor, it

is too much to ask him to bestir himself to do missionary work for some roaster's brand. Wholesalers are not made that way. By the very nature of their business they do not find it profitable to devote much time and effort to any particular product.

What Mr. Woolley's client would better do, therefore, is to put his salesmen back on the job. Unless he wants to go into the mail-order business, he cannot get along without them. Expert coffee merchandisers inform PRINTERS' INK that in a case of this kind it is the best policy to sell the large buyers direct, and to ship the orders of small buyers through the wholesaler they may designate. The wholesaler should be willing to accept this business, granted that the credit of the buyer is passable.

If this coffee roaster would like to supplement the work of the salesmen, he could put a crew of house-to-house canvassers and store demonstrators to work. This is a plan that is frequently employed, and usually with great success, in getting food products established in a community. The product should be dominantly advertised at the same time.

Such a campaign might appear to be expensive, probably more than the profits in the business would justify. Actually, however, mopping-up drives of this kind are often made to finance themselves, particularly after several towns have been covered and the repeat orders begin to come in. A definite percentage of sales can be set aside for this promotion, and the extent and the cost of the work held down to this appropriation. It is best for the small manufacturer to conduct the campaign in only one town or in some other limited territorial area at a time. This prevents overextension and makes the accurate checking of results easy.

Sometimes the accomplishments of this kind of a sales drive peter out in a few weeks. The reason for this is that too often the local advertising is discontinued after the sales crew moves on to another territory. This is an error.

The enthusiasm for the product engendered during the intensified campaign will die out unless continued advertising keeps it alive. But advertising should not be asked to carry the entire burden of the business. It needs the assistance of salesmen. The advertising now being done by the McCormick-Armstrong Agency's client is probably doing all it can do. It cannot, however, pull the coffee through such antagonistic trade channels.—[Ed. PRINTERS' INK.]

New Accounts with Williams & Saylor

William & Saylor, Inc., New York, have recently secured the following accounts:

The Compo Thrift Bond Corporation, New York, which will conduct an extensive newspaper campaign in behalf of banks and trust companies throughout the country. The initial survey and the preliminary work for this campaign have been largely completed and advertising will start shortly. The slogan "It's never too soon to save," has been adopted for their campaign.

Paul E. Lehman, importer, New York City. Institutional and merchandising copy in a series of fifty-line advertisements will be run on sports wear for this new advertiser.

From the Former Secretary of Agriculture

SUCCESSFUL FARMING

DES MOINES, IOWA, April 4, 1921.

Editor of PRINTERS' INK:

I wish to express my appreciation of the publication in your recent issue of the article by Mr. S. E. Leith in reference to where the publisher gets off under the present situation.

This was a real service to publishers and puts the situation before the advertiser in such a way that he ought to understand that there are two interested parties, the seller of space as well as the buyer.

E. T. MEREDITH,
Publisher.

L. M. Toner, recently advertising manager of The J. P. Gordon Co., wholesale manufacturer of fabric goods, Columbus, O., is now engaged in the real estate business in that city.

New Men and Accounts with Atlanta Agency

The Geo. W. Ford Company, Atlanta, Ga., advertising agency, has appointed Horace M. Bowman, manager of plans and sales promotion, and Louis D. Morrison as a member of the sales department. Mr. Bowman was formerly in agency work in Chicago and Atlanta, and resigned as sales and advertising manager of the Harris Accessories Corporation to join the Ford agency. Mr. Morrison was formerly of the Johnson-Morrison Company.

Among the new accounts of the Ford agency are the Athens Foundry & Machine Works, Atlantic Ice & Coal Corporation, Georgia Brick Manufacturers' Association, Hollingsworth Candy Co., F. O. Stone Baking Co., Vanity Fair Co., Carolina Crushed Shell Co., and the Nu-Grape Co.

Bouquets that Come in the Spring

EVANS-WINTER-HERB

Detroit, Mich., Apr. 13, 1921.

Editor of PRINTERS' INK:

I don't know whether the Research Department should be addressed as "Gentlemen" or "Mesdames," but answering E. B. W.'s letter of 11th, you certainly do give me what I want, and I thank you most sincerely. The clipping about retouching is one of the best articles P. I. ever ran, which is saying a whole lot.

O. A. OWEN.

George C. Rohrs with F. J. Ross

George C. Rohrs has joined the organization of the F. J. Ross Co., Inc., New York. Mr. Rohrs has been associated with The Curtis Publishing Co. since 1916, and since 1919 as manager of *The Country Gentleman* in the Philadelphia office.

Washington Wants Industries

Washington, D. C., proposes to advertise the capital city with a view to attracting industrial enterprises and to offset the impression that the city should be regarded merely as the seat of Government. The Washington Ad Club has appointed a committee to draw up an advertising plan.

James G. Ralston with "Leslie's"

James G. Ralston, formerly with Butlerick Publishing Co., and *Dramatic Mirror*, at New York, is now associated with *Leslie's* and will cover New York State and part of New York City.

Leaves "The Woman Citizen"

Mrs. I. Dittenheimer has resigned as advertising manager of *The Woman Citizen*, New York.



Why Don't We Save the Difference?

For many years the Lawrence Publishing Company has maintained three separate publishing organizations—editorial, printing and circulation—one each in Ohio, Michigan and Pennsylvania, and each one specifically devoted to farming conditions and the farmers' needs in that State.

From time to time many people—some of them advertisers—have pointed out that we could save a lot of money by combining these three into one central organization. And yet with this obvious saving before us we have never done it.

Why? Simply because experience has taught us that the farmers in each of these States, though adjacent to each other, have different interests. They raise different crops, they have different soil and often different climatic conditions to deal with. It requires the closest kind of contact between our publishing departments and the farmers of each particular section if we are to continue to give them the editorial material which they specifically need at the very time they need it.

That this policy pays is proven in a comparison of our circulation in this territory with that of any other farm publication. It is these articles of vital and specific interest that give the best possible background for your advertising and the concentrated circulation that means more profitable advertising.

The Lawrence Farm Weeklies

300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.,
Western Representative,
1341 Conway Bldg.,
Chicago, Ill.



W. C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.

Furniture Industry's Campaign Coming

Leaders in Industry, Representing Manufacturing and Selling Divisions, Decide to Authorize Million Dollar Advertising Campaign to Create Demand for More and Better Furniture

AT a meeting of representative furniture manufacturers and furniture dealers held in Chicago, April 12, there was consummated what President John L. Young, of the Retail Furniture Dealers' Association of the United States, calls the "greatest day in the history of the furniture business."

An all-day session of the manufacturers and retailers was held, and it was decided to authorize the expenditure of a million dollars to advertise furniture on the plan of reselling the American public on the home. The plans for raising the permanent fund will be formulated and perfected in the near future. This plan will be along the line of assessing manufacturers on the output of their plants and retailers on the amount of their gross sales.

To carry on the project, an advisory committee of 150 manufacturers and retail furniture men was chosen, and this committee will later on select six of its number to act as the direct working committee and supervise the plan under which the vast sum is to be spent.

The organization is to be known as the Furniture Publicity Bureau, with these officers: President, P. E. Kroehler, of Chicago; vice-president, John L. Young, of Cleveland, O.; treasurer, C. S. Dexter, of Grand Rapids, Mich.; secretary, W. B. Baker, of Chicago. Messrs. Kroehler and Dexter are manufacturers and Mr. Young is a retail man, and is the president of the Retail Furniture Association of the United States. In the work, the officers will be assisted by an executive committee consisting of three retail men and three manufacturers, as follows: M. Hubbard, of Cleveland; John

A. Thompson, of Chicago, and Martin Lammert, of St. Louis, for the retailers; and Z. G. Simmons, of Kenosha, Wis.; W. J. Wallace, of Grand Rapids, and Ralph Taylor, of Jamestown, for the manufacturers.

In his address, Z. G. Simmons, who is president of the Simmons Company, stated that manufacturers in the furniture industry have no vision (including himself in these), and that they are really cheap and small when it comes to marketing their product, and that they should better their furniture and take a genuine interest in the American home.

AN ADVERTISER SPEAKS OF THE FUTURE

Continuing, Mr. Simmons remarked: "After we start out to preach this gospel through advertising, we will create a demand and sell twice as much furniture as there are factories to supply the demand at the present time. The thing to do is to make the great furniture industry the greatest industry of all by playing up the home to the American public. It is true that many of us have made profitable merchandise that is junk. We must refuse to make this kind of merchandise, and continually strive to make our product better. By advertising it, it will not take long for the public to appreciate that we are actually a service to them. Let us take a new lease on life and work up. Let's place the furniture industry on a higher plane and sell back to the American people their home and its furnishings, and take a chance on what we, as individual manufacturers, will get out of them."

Speaking of the movement and what it is expected to accomplish, Secretary W. B. Baker said:

"Practically every advertising agency worth while has made advances and offered all kinds of assistance in developing the preliminary work of the Furniture Publicity Bureau. Possibly, the most practical plan, so far as agencies are concerned, would be for the board of trustees, when sat-



The National Capital Is a Busy City

Washington (D. C.), is the one city in this country where business conditions change only for the better. The busier the government the busier our people. Things are going at high speed now—and must so continue.

The volume of advertising carried by The Star during the first three months of this year is materially greater than during the corresponding period of 1920. A significant fact, indicating as it does the conspicuously favorable conditions prevailing at the National Capital for active and aggressive business campaigning.

The advertising problem here is easily solved. All you need is ONE paper—The Star with its comprehensive circulation completely covers the entire field.

The National Newspaper at the Nation's Capital

The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building

LOUIS DE JONGE & CO.
Manufacturers of **ART MAT**

ANNOUNCEMENT

The demand for Dejongo Art Mat has grown to such proportions that we have found our present means of distribution inadequate. In order to place easily accessible stocks, in quantities to meet the smallest as well as the largest requirements—thus affording prompt and efficient service—we have appointed The Whitaker Paper Company, Cincinnati, Ohio, General Sales Agents for Art Mat in all principal cities east of the Rocky Mountains. Orders for Art Mat may now be placed with any Whitaker Division or with either of our own offices.

LOUIS DE JONGE & COMPANY

NEW YORK PHILADELPHIA CHICAGO



THE WHITAKER PAPER CO.
Distributors of
ART MAT

ANNOUNCEMENT

We are proud to announce that we have added to our line the finest of all dull-coated book papers—DEJONGE ART MAT. Ample stocks in white, india and ivory, and in regulation sizes and weights, are available to the trade at our warehouses in Cincinnati, Atlanta, Baltimore, Birmingham, Boston, Chicago, Columbus, Dayton, Denver, Detroit, Indianapolis, New York, Pittsburgh, and Richmond. To the established customers of Louis DeJonge and Company, as to the trade in general, we pledge our best efforts to make the service consistent with the excellence of the paper.

THE WHITAKER PAPER CO.

PARENT HOUSE

CINCINNATI



isified that certain funds are in hand providing for definite activities requiring an agency to function, to designate a committee to receive representatives from leading advertising agencies and select one to do a specific piece of work. If you have read carefully the general outline, you will note that the work of the publicity bureau is not merely to place copy in newspapers or periodicals, but provides for contact with the salesmen of retail stores, whereby energy may be injected into these salesmen to better post themselves as to the furniture they are handling and to cope with the increased intelligence on the part of the public, which the work of the advertising of the Furniture Publicity Bureau is bound to create."

It is confidently expected that through this comprehensive advertising campaign, which is later on expected to mean the expenditure of a million dollars annually, will create a demand for more and better furniture, the like of which has never before been known. Manufacturers and retailers are a unit in indorsing the plan, and the fact that they are co-ordinating in the effort makes it certain that both the manufacturing and selling branches will function.

Trade Directory Publishers to Complete Organization

It is planned to perfect the organization of the new Trade Directory Association at the Atlanta convention of the A. C. of W., to be held in June. Colonel H. H. Burdick, treasurer and managing director of the Hendricks' Commercial Register and Kellys' Directory of the Merchants, Manufacturers and Shippers of the World, has gone to England and France to investigate conditions with regard to the industrial and advertising situation and the use of reference mediums in the foreign field. He expects to return in time for the Atlanta meeting.

Clarence W. Wagener Becomes Newspaper Publisher

Clarence W. Wagener, who for four years was advertising manager of the Allen Motor Company, Columbus, O., has purchased the Manassas, Va., *Democrat*, a weekly, from Thomas E. Haines. Mr. Wagener has changed the name of the publication to *The Prince William News*.

Far West Fruit Growers for Closer Union

The Oregon-Washington Canning & Preserving Company is being organized with the avowed objects of stabilizing the small fruit industry of the two States by uniformity of prices and assurance of steady market; reduction of overhead expense by centralization of management and sales; extension of market by effective organization of sales effort and popularizing the trade brands; increased efficiency by standardization of product and uniformity of pack.

The Puyallup and Sumner Fruit Growers' Canning Company's plants at Puyallup and at Sumner, Wash., and at Albany, Ore., are the first to be acquired. This company is maker of Paul's Jam.

The company now being organized will have a directorate of sixteen, to be distributed among the centres of influence as related to the physical holdings of the company and the strategic centres of the fruit-growing sections.

Foreign Publicity Department for Wahl

The Wahl Company, Chicago, manufacturer of Eversharp pencils and Wahl fountain pens, has established a foreign publicity department in New York, in charge of Gabriel Cordova. Mr. Cordova will work with vice-president John F. McClain, general foreign director, and Paul R. Mahony, manager foreign department.

Leaves United Advertising Corporation

Edward W. Wallaston, who has been engaged in sales work for the United Advertising Corporation, outdoor advertising, at Newark, N. J., has become sales manager of the Fertol Company. This company has recently started a campaign to advertise "a new principle of fertilization of lawns, gardens and plants."

A New Farm-Paper Campaign

The George H. Lee Company, Omaha, Neb., manufacturer of poultry and stock remedies, has begun an advertising campaign on Egg-o-latum, an egg-preserving formula. The Omaha office of The Potts-Turnbull Company, advertising agency, has been placed in charge of the account. A list of farm papers is being used.

National Label Co. Has New Manager

James J. Vance, lately with the Cleveland Folder Co., Cleveland, O., has been appointed manager of the National Label Co. of Cincinnati, effective May 1. Mr. Vance was for a long time secretary of the Cincinnati Franklin Typothete.

P. P. C. Facts



The American Express Company is an international banking, shipping, travel, and foreign-trade institution. Its Travelers Cheques, originated more than thirty years ago, have become the recognized travel funds current all over the world, while its foreign offices are equipped to serve as consulates for American business men.

Going into foreign markets, manufacturers find the American Express Company ready with information about local conditions, credit reports, packing, marking, and shipping requirements, financial and legal transactions, postal and customs laws.

Printing for the American Express Company is a privilege P. P. C. has enjoyed for some time. Our interest in foreign trade is of long standing. Our Foreign Language Department has long been printing books and catalogues in French, German, Spanish, Portuguese, Italian, Greek, and Russian.

**Publishers Printing Company
209 West 25th Street
New York**

*Do You Use This
Inexpensive Medium?*

Fibre board or corrugated containers have a potential advertising worth which needs but the addition of printed Liberty Tape to put into productive use.

Liberty Tape will carry your name, brand or advertising slogan and in addition, securely bind and seal containers as well. It makes each package a valuable medium of advertising and affords real protection to your goods. No thief can break and replace printed Liberty Tape without detection.

Liberty Tape is more than an average tape. It is extremely tough, strongly adhesive and lasting. Thousands of consistent, satisfied users attest its superiority.

Samples and price submitted

GS
GS

IS
ATS



EL
SIL
CRAY

LIBERTY TAPE



C & C
NUT BUTTER



NUT

An Opportunity

During the past few years a number of manufacturers have used, with success, our plan of distributing to their trade Liberty Moisteners and Liberty Tape bearing the manufacturer's advertisement.

This plan achieves publicity where most desirable—at the points of ultimate distribution. It is readily adaptable to national advertising and is especially useful for creating publicity for new products. Further information on request.

LIBERTY PAPER COMPANY
52 Vanderbilt Av., New York City
Mills • Bellows Falls, Vt

DRIGGS
DRUGS



ELLIS
SILK
CRAVATS

DRIGGS
DRUGS



JERKIN'S
PRODUCTS

JERKIN'S
PRODUCTS

C & C
NUT BUTTER



C & C
NUT BU



MR. KONOR leaves his own art organization to return to Louis C. Pedlar, Inc.

He finds in these studios the personnel and the facilities which make possible the most successful cooperation with discriminating advertisers.

Mr. Konor selected this organization because it has already accomplished the things which are his ideals. This organization elected him Vice-President because he can contribute so much to the furtherance of its accomplishments.

LOUIS C. PEDLAR Inc.
Counselors in Art - 246 Fifth Avenue - N.Y.C.

Old Trade-Mark Registrations Valuable

Renewal Frequently Overlooked or Decided Against Unwisely

By Chauncey P. Carter

UNDER the first valid Federal trade-mark law ever enacted in this country, that of 1881, the term of registration was fixed at thirty years. It was further provided that "At any time during the six months prior to the expiration of the term of thirty years such registration may be renewed on the same terms and for a like period." None of these registrations expired until after the enactment of the revised law of 1905, which provided that certificates of registration under the old act should remain in force for the period for which they were issued, but should be renewable for periods of twenty years each "on payment of the renewal fees required by this act, upon request by the registrant, his legal representatives, or transferees of record in the Patent Office, and such request may be made at any time not more than six months prior to the expiration of the period for which the certificates of registration were issued or renewed."

STANDARD OIL COMPANY PROTESTED

When the first of the old 1881 law registrations fell due for renewal in 1911, it was decided by the Patent Office officials that renewal should take the form of an application for reregistration to result in an entirely new certificate with a new number under the 1905 act. This practice continued until an application for renewal of an old and valuable trade-mark of the Standard Oil Company of New York was applied for and denied on the ground that it was anticipated by another mark that had been registered by another company since the date of the old registration belonging to the Standard Oil Company, but prior to the date of application for renewal of same.

This made the oil company "mad," so to speak, and after mature consideration of the two laws by counsel, it was decided to appeal to the Court of Appeals of the District of Columbia on the ground that the Commissioner of Patents was without jurisdiction to refuse an application for renewal of an old registration provided such application was in order and accompanied by the prescribed fee, in which case *renewal* of the old registration and not a certificate of *reregistration* should be granted as a matter of course.

As might be expected, the Court of Appeals approved this contention, since which date applications for renewal are not subjected to novelty examination, but are merely examined to determine whether they are in order, whether the fee has been paid and whether the applicant is the owner of record in the Patent Office of the old registration.

Besides removing an element of uncertainty from renewal applications, this revision of procedure resolved in favor of the owner of a renewed registration any doubt that might have existed as to whether he should be considered to have been the *prima facie* owner of the mark renewed from the date of renewal only, or from the date of original registration some thirty years previous. The resolution of this doubt is of considerable importance to the owner of the trade-mark, as it is more than likely to save him the necessity of taking testimony in conflicts concerning the trade-mark, such conflicts becoming more and more numerous in the Patent Office and in the courts, and the expense of taking testimony to establish priority of use increasing in direct proportion to the length

of time that the mark has been used.

As an instance of the increase in the number of trade-mark conflicts, it may be noted that 511 notices of opposition were filed in the Patent Office during the calendar year 1920, as against 388 in the year which ended June 30, 1920, and 204 in the year which ended December 31, 1919. While the annual reports of the Commissioner of Patents do not indicate the number of applications for cancellation of trade-mark registrations filed, nor the number of trade-mark interferences declared, the writer is confident that similar increases took place in both of these processes.

THE GROUNDS ON WHICH DECISION IS BASED

Briefly, the effect of a trade-mark registration in an interference, opposition or cancellation proceeding is about as follows: Each of these proceedings is ordinarily decided on one or more of the following grounds: (1) priority of use, (2) similarity of marks, and (3) similarity of goods. The question of similarity of marks and of similarity of goods is one that is usually decided by the examiner of interferences merely on common-sense principles as laid down in previous decisions which are cited by counsel or which the examiner may himself make reference to, and without resorting to testimony. Thus, where priority of use is conceded by one party, the taking of testimony is ordinarily dispensed with by agreement and a final hearing had, as a result of which it is determined whether the goods or the marks or both are so similar as to make their concurrent use or registration inadvisable. More often, however, priority of use is the determining factor, and will not be conceded by either party, making it necessary for each party to establish a so-called earliest date of use. In such cases, the owner of a registration may waive his right to take testimony and rely on the date of his registration as that of his

earliest use. It will be apparent from this how much more valuable will be a registration of thirty years ago than the one just effected.

When the 1905 trade-mark law was enacted, however, hundreds of trade-mark owners holding registrations under the old act were prevailed upon to reregister their marks under the new act for the sake of certain benefits afforded by the new legislation not found in the old law. Thus, we find that probably more than half of the 10,568 marks registered in 1906, the record year, were marks previously registered under the 1881 law. In most cases, however, these reregistrations differ in many respects from the original registrations for the reason that under the new act classes of goods were established and each registration is restricted to goods in one class, which was not so under the old act, many registrations under the old act including goods in more than one class, and, moreover, it was the practice under the old act to include in the drawing all features of a label, while claiming in the "statement" only those features considered essential to the trade-mark. This practice was advantageous to the registrant, since it results in preventing not only the registration of trade-marks which conflict with the essential features of the registrant's mark, but also of marks which are in conflict with the registrant's label as a whole. Under the 1905 law, this practice of pointing out the essential features of a trade-mark is not permitted, so that in reregistering marks as outlined above, only the essential features were included in the drawing, from which many trade-mark owners conclude that the registration is of more value since it may not include features which are shown in the old registration but which are no longer used. This view is erroneous, however, since such features are specifically stated in the old registration to be subject to change or omission and not in any way essential, and in every other respect the old regis-

Not knocking big space at all — we boost it. But smaller space will sometimes turn the trick if you use it right. Q That is where Bundscho can help a heap.



J. M. BUNDSCO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

tration is ordinarily more valuable, especially when it has acquired all the benefits of the new act by renewal thereunder.

The most frequent stumbling block in renewal applications is the requirement that the applicant be the original registrant, his legal representative or transferee of record in the Patent Office. There are very few trade-marks registered thirty years ago that have not been assigned at least once, in most cases from a firm or an individual to the now more popular form of business organization, a corporation. While our common law holds that the transfer of a business and the good-will of same necessarily takes all trade-marks used in the business with it, and while the trade-mark law provides for recording the assignments of trade-marks so transferred, the Patent Office holds that in order to be recorded, an assignment must specifically identify all trade-marks not only by number but also by date of registration. Even to-day, this rule is only more or less well known. Certainly fifteen or twenty years ago, very few persons drawing up a bill of sale of a business would ordinarily include a recital of trade-marks by name or description, much less by numbers and dates of registrations in the Patent Office. Neither does a purchaser of a business ordinarily appreciate the necessity of recording his bill of sale in the Patent Office to secure his title to trade-marks used in the business, usually deeming it sufficient that the bill of sale include mention of "all trade-marks," etc. The result is that many of the trade-marks registered thirty, twenty, and even ten years ago, are owned by assignees who have not only failed to record their title in the Patent Office, but have not in their possession any document that can be recorded for such purpose.

Thus, in the Standard Oil renewal case referred to above, the original registration was effected by the old Sone & Fleming Company, which had ceased to exist at the time of application for re-

newal, although no assignment of the registration had ever been obtained or recorded by the Standard Oil Company. It was found, however, that William Rockefeller had been president of the Sone & Fleming Company and a confirmation deed was drawn up and signed by him and recorded in the Patent Office. Had he not been alive at the time, however, or had his signature been otherwise unobtainable, the old registration would have had to be sacrificed. This shows the importance of identifying registrations by number and date in bills of sale and of promptly recording such bills of sale in the Patent Office.

Many companies are the owners of trade-mark registrations of which they have no record, as a result of which such registrations may expire without any steps being taken to renew same. Every trade-mark owner should have a complete record of his various foreign and domestic trade-mark registrations catalogued under the trade-mark name and under the renewal date with some "tickler" system to call attention to renewal dates. In addition, the certificates of registration themselves or certified copies of same should be carefully preserved along with deeds and other valuable papers.

1

Kansas City Agency Will Advertise Quisenberry Product

The Quisenberry Feed Manufacturing Co. of Kansas City has placed its advertising account with the Potts-Turnbull Co. of that city. This company's product, "Quisenberry" poultry feeds, will be advertised. Distribution will be through established dealers.

G. H. Snyder with Evanston, Ill., "News-Index"

G. H. Snyder has been appointed advertising manager of the Evanston, Ill., *News-Index*.

Mr. Snyder was recently manager of the Chicago office of Doremus & Co.

Furniture Account with Collin Armstrong

The Wright-Fox Co., Inc., furniture dealer, New York City, has placed its advertising with Collin Armstrong, Inc., advertising agency of that city.

possibly *YOU*

are a manufacturer of long standing, make a product of uniform quality and have served a select line of customers—

perhaps

you never advertised much and have been so busy during recent years that you didn't worry over sales cultivation—

in fact

your customers' demands exceeded your capacity so much that other manufacturers were benefited by the overflow—

doubtless

you are face to face with the strenuous effort these manufacturers are now making to hold this patronage and sense the widespread influence of a new personnel and modern methods—

surely, then

you realize that greater sales efforts are necessary, that old fashioned and costly methods must be discarded and that these problems yield readily to

advertising

*carefully planned judiciously placed
enthusiastically supported*

suppose we talk it over

THE IRON TRADE REVIEW THE FOUNDRY MARINE REVIEW
DAILY METAL TRADE POWER BOATING ABRASIVE INDUSTRY

PENTON PUBLISHING CO.

New York CLEVELAND Boston
Chicago Pittsburgh London, Eng.

Address nearest office

Audit Bureau of Circulations, Associated Business Papers, Inc.

45% of all Omaha newspaper advertising was published in the World-Herald in the first three months of 1921

Figures in inches—Measurements by Haynes Advertising Company

	World-Herald	Bee	Daily News
Local Display	104,617	73,589	75,678
National Display	21,950	10,412	11,570
Automobile Display	9,578	7,993	6,146
Want Ads	37,020	13,712	12,278
Total Clean Paid Advertising	173,165	105,706	105,672
Medical Ads	None	7,440	12,043

44.0 per cent of all

Automobile and Accessory Advertising

World-Herald	13,141 inches
Omaha Bee	9,316 inches
Daily News	7,452 inches

38.7 per cent of all

Department Store Advertising

World-Herald	25,704 inches
Omaha Bee	21,988 inches
Daily News	18,619 inches

45.9 per cent of all

Food Advertising

World-Herald	14,881 inches
Daily News	10,174 inches
Omaha Bee	7,336 inches

42.1 per cent of all

Furniture Advertising

World-Herald	10,451 $\frac{1}{2}$ inches
Daily News	8,105 $\frac{1}{2}$ inches
Omaha Bee	6,231 inches

42.5 per cent of all

Musical Advertising

World-Herald	5,865 inches
Omaha Bee	4,284 $\frac{1}{2}$ inches
Daily News	3,680 inches

64.7 per cent of all

Men's Clothing Advertising

World-Herald	13,671 inches
Omaha Bee	4,157 $\frac{1}{2}$ inches
Daily News	2,965 inches

56.6 per cent of all Farm and City

Real Estate Advertising

World-Herald	10,468 inches
Omaha Bee	4,769 inches
Daily News	3,262 inches

Shoe Advertising

World-Herald	3,334 inches
Daily News	1,967 inches
Omaha Bee	917 inches

53.6 per cent of all

Women's Apparel Advertising

World-Herald	14,706 $\frac{1}{2}$ inches
Daily News	11,669 $\frac{1}{2}$ inches
Omaha Bee	8,351 $\frac{1}{2}$ inches

This Is the Star Salesman's Year!

When the wheels are humming, and the profits large, men are apt to become careless in the judgment of investment—important orders are left to subordinates to handle, and whether these receive the attention they normally would doesn't matter much. So it is with the buying of advertising space.

But when business is tight and hard to get—and when profits are small at best, then it is that the careful handling, understanding and wit of the **STAR SALESMAN** is all important. So it is with the buying of advertising space. In Omaha the **World-Herald** is the **STAR SALESMAN**—It is the newspaper that has been tried, both by advertiser and reader—It has the reader's thorough confidence—It has strong circulation supremacy, and it has the confidence of every advertiser for bringing greater business. Forty-five per cent of all the clean advertising published in the Omaha newspapers during the first quarter of this year was published in the **World-Herald**. Note in column to left. Read carefully the circulation figures published below and you will realize why the big majority of Omaha's advertisers concentrate their advertising in the **World-Herald**—They know it gets "Better Results."

*The World-Herald's Circulation
for the three months ending March 31st, 1921*

	Daily	Sunday
City	37,575	34,518
Suburban	10,486	9,430
Total city and suburban.....	<u>48,061</u>	<u>43,948</u>
Total Circulation	73,781	67,746

According to the 1920 population census, on the basis of five to the family, there are 45,547 families in Omaha and Council Bluffs. 82.5 per cent of these people read the **World-Herald**, while the next Omaha paper only goes to 61 per cent of them, or 10,000 less than the **World-Herald** reaches.

90 per cent of Omaha's retail merchandise is sold to people living in the city and suburban territory.

Compare the circulation of the **World-Herald** in this territory with that of the other Omaha papers.

The Omaha
WORLD-HERALD
 —by far the largest city and suburban circulation

Judge by the Times Not by the Census

Judge the Shreveport Times by the Shreveport Times—not by your expectations of a daily newspaper published in a city accredited by the government to have 43,874 population.

It is not only the fair way, but really the only way in which to correctly estimate the character and calibre of this modern and progressive newspaper.

In every element of newspaper construction, from the quality of its editorial columns to its clean-cut mechanical presentation, the Shreveport Times ranks with the leading newspapers of the South. Compared page for page with newspapers published in cities twice and three times larger than Shreveport, its worth is strikingly emphasized.

This manifest excellence of the Shreveport Times as a cosmopolitan and up-to-the minute newspaper accounts in no small measure for the large circulation which it has in the city and adjacent territory. It also explains why the Times regularly carries campaigns ordinarily confined to newspapers in larger cities.

For your product the Shreveport Times assures right presentation to an audience of thirty-odd thousand of the best and most consistent buyers in the South. Have you seen a copy of the Times recently?

Daily Circulation Now
23,413

**Sunday Circulation Now
34,500**

The Shreveport Times

Published Every Morning in the Year

Shreveport, La.

ROBERT EWING,
Publisher

JOHN D. EWING
Assoc. Publisher in Charge

FOREIGN REPRESENTATIVES:

S. C. Beckwith Special Agency John M. Branham Special Agency
—In the East— —In the West and South—

Observes Tenth Anniversary of Agencies' Association

THE New York Council of the American Association of Advertising Agencies observed the tenth anniversary of the founding of the association on the evening of April 13 with a dinner at the Hotel Commodore. The dinner was held coincident with the quarterly executive committee meeting of the national association.

Addresses were delivered by Jesse F. Matteson, president of the A. A. A. A.; James O'Shaughnessy, executive secretary; Wm. H. Johns, first president of the New York Advertising Agents Association and first president of the A. A. A. A.; Joseph A. Hanff, chairman of the New York council; S. A. Conover, chairman of the New England council; Eugene McGuckin, chairman of the Philadelphia council; H. A. Groth, chairman of the Western council; E. E. Dallis, chairman of the Southern council; Frank Presbrey, O. H. Blackman and A. W. Erickson. Collin Armstrong acted as toastmaster.

Joseph A. Hanff, in an address on the work of the association, said:

"The work that has been done during the past ten years is varied, and deals with advertising in every branch.

"Standardizing of practices, standardizing of forms, standardizing of sizes of publications, have all been given considerable thought, and work that has been done in this direction means a saving of thousands of dollars to advertisers and publishers, as well as agents. This work not only has been beneficial in the past, but it is an investment which will return dividends to the advertising world in general in the many years to come.

"The advertising agents association has not overlooked the room for improvement within their house.

"While at the beginning there was much to be desired in the way of improvement in service and

uniformity in the handling of accounts, we can honestly say that to-day the members of the American Association of Advertising Agencies do so conduct themselves that the mere statement that they are members is sufficient to guarantee an advertiser everything that an agency should and can be.

"On account of the unbiased position occupied by the advertising agent, no other one branch of the advertising world is in position to lead the way.

"Every action that they have taken and every action that they will take in the future is for the good of advertising. We believe that if any practice is for the good of advertising it can be good for the advertiser, for the publisher and for the agent. Any practice that is not for the good of advertising, even though it seems to benefit any one of the three parties concerned, in truth is not for the good of anybody who is interested in the future of advertising."

Portions of other of the addresses appear elsewhere in this issue of *PRINTERS' INK*.

Former Advertising Man Heads Furniture Company

The Anoka Fibre Furniture Company, Anoka, Minn., maker of fibre furniture, has been reorganized, and F. E. Rutledge, who was for many years in advertising work for the Frank A. Munsey Co., has been made president and general manager. Mr. Rutledge informs *PRINTERS' INK* that the reorganized company will become a national advertiser and that a campaign for its product, which will be trade-marked "Anoka Fibre," will start within a short time. The factory of the company at Anoka has at present a capacity of a quarter of a million dollars' worth of business a year. Branch offices are maintained at Minneapolis and Chicago.

Other officers of the company are John F. Scott, vice-president; M. L. Tucker, secretary, and C. D. Green, treasurer.

Farm Paper Campaign from Minneapolis

Teal & Teal, Minneapolis, Northwestern distributors for the "Dickinson Auto Lug," are advertising in Northwest newspapers to secure sales connections. When distribution has been secured, a campaign in Northwestern agricultural publications is planned.

English Schoolmasters Plan Co-operative Buying

A Vast Field, in the Aggregate, and an Upheaval in Merchandising May Be Presaged

By Thomas Russell

London Correspondent PRINTERS' INK.

MR. SELFRIDGE'S merchandising manager has, it is alleged, resigned his position, in order to join a company formed by the headmasters of a large number of British schools.

The headmaster of a boarding school sells much more than instruction. Knowledge is morally the most important part of that which he delivers. But commercially, the biggest part of his quarterly bills represents lodging, food, and very often clothing as well. The schoolmaster keeps not only a school, but a private hotel for boys or girls. He pays a horde of servants, cooks, housekeepers, supervisors, gardeners and the like. His patronage is eagerly sought by the butcher, baker, vegetable-grower, clothier, shoemaker, hatter and other traders. Very often the school runs a shop for the supply of games—outfits, cricket bats and balls, footballs, flannel suits, straw hats, school "colors" (the ribbons and badges which a boy is only entitled to wear on being put into the school cricket or football team), shoes, blacking, hair brushes, combs and the like. Still more often it runs its own "tuck-shop," where some control can be exercised over the quality of the candies, soft drinks, cakes, pastry and other extra foods for which the capacity of the youthful stomach seems to be quite unlimited.

Many schools prescribe the style of clothes that a boy must wear; all of them issue lists to parents of what a boy must bring along. School ribbons, badges, etc., are generally manufactured by concerns specializing upon them, and parents may be able to buy these and the suits of clothes recommended by the school from boys' outfitters, whose names are

sometimes printed in the school prospectus. In some cases parents are asked to buy them from the school itself.

There is a certain advantage to the school in making boys dress uniformly and wear school ribbons or badges. The eccentricities of boys' or of parents' tastes are eliminated thus. When boys have leave to be out of the school grounds, they can be recognized; and the outfit also advertises the school.

Headmasters, therefore, are large buyers of a variety of merchandise. They purchase at reduced prices, and make a profit; and they have been very keen on these profits. Now they are going a step further.

FORMING A COMPANY

A company is being formed, with a capital which will not be less than £300,000, to go directly into business, and in some respects into manufacturing. A merchandising manager, if the report already cited is correct, has been secured, and men for other important positions have been approached. The company is to work on a co-operative plan, and its profits, after paying for overhead and interest on shares, will be divided among members in the proportion of their purchases. Not only clothing, but food, table-linen, porcelain, stationery and printing are included in the scheme.

This does not please business men in the trades involved. H. J. Barnett, managing director of Wm. Rowe & Co., Ltd., London and Gosport, which have a boys' outfitting business which links with Poole's in the men's trade, said:

"Schoolmasters have never been very satisfactory customers, and



Foyer of the American Exporter

Manufacturers and merchants interested in export trade are cordially invited to visit the new offices of the **AMERICAN EXPORTER**, and to inspect the organization of the world's largest export journal.

A thousand American manufacturers are now benefiting by our Service, which includes:

- 1—World-wide publicity in separate monthly English, French, Portuguese and Spanish editions.
- 2—Confidential Weekly Bulletins containing inquiries for American goods, together with names of visiting foreign buyers.
- 3—Research surveys of foreign market possibilities for any particular line.
- 4—Lists of foreign merchants.
- 5—Credit information on concerns overseas.
- 6—Assistance in formulating export policies.
- 7—Translation of correspondence and catalogues at cost.

This is No. 1 of
a series of actual
photographs taken
of our new home.

*Why not personally look into our facilities for serving the
exporting manufacturer?*

AMERICAN EXPORTER

The World's Largest Export Journal

PENN TERMINAL BLDG., 370 SEVENTH AVE., NEW YORK

Rock Products

EVERY two weeks Rock Products goes direct to the producers of cement, lime, sand, gravel, crushed stone, phosphate, gypsum, talc and soapstone. It is the recognized authority; in fact, the only journal with a paid circulation (A. B. C.) in the Rock Products industry, the industry that buys machinery, equipment and supplies in large quantities.

The industry is active — new plants are being constructed and equipped — old plants are being re-equipped and enlarged. The opportunity to make sales is definite if you have a product that enters into this field.

We maintain a Research Department that will give you an analysis of the field as related to your specific product. You will be under no obligation to have us place the facts before you.

Tradepress Publishing Corporation
Publishers of
Rock Products **National Builder**
542 So. Dearborn St.
CHICAGO, ILL.

Member A. B. C.

Member A. B. P.

Rock Products

we have always preferred to sell directly to parents. Latterly we have declined to supply any new schools, or to allow them any commissions, and I have just closed the last school account left.

"Payments were slow, and all kinds of small complaints arose. A school would decide on a particular design for a ribbon, a cap or some other article, and call upon us to put it into stock. Often this could only be done by manufacturing a considerable quantity. Then the headmaster would suddenly change his mind, call for a wholly different article, or discover some other manufacturers who would allow him more commission. Then we had the goods left on our hands—unsalable, because although the designs might not be legally protected, there is a tacit understanding in the trade, to respect them.

"Then small complaints and pettifogging claims were always coming up. I will give you an example. One schoolmaster required us to render all invoices in duplicate, so that he could attach one copy to his school bill as a voucher and keep the other for his own records. This was a nuisance, but we put up with it, because it is usual and not unreasonable. But, after some years, one bright fellow had a brain-wave. We had rendered him a set of some twenty invoices in duplicate. He pinned each of these to his own school bill and report, addressed the envelopes, and then sent the lot to us in one parcel, unemotionally remarking that as he was sending out our invoices, it was up to us to stick stamps on them and post them to the parents!

COMMISSION DID NOT SATISFY
SCHOOLMASTER

"Another abuse that we had to step on was that schoolmasters, not content with the commission allowed them by us, used to stick a further profit on the price of the garments. Then, some day, a parent coming to our place to buy something would be surprised that we asked less money. You may

think that this need not worry us; it wasn't our funeral. But it was! It gave us a name for charging higher than we do. As we only handle the top grade of clothes and outfitting, we are up against competition, and are obliged to charge more than concerns supplying lower grades. We don't want the price raised any more than it has to be."

Asked what the effect of the schoolmaster's co-operative movement would be, Mr. Barnett said that it would undoubtedly mean loss to business men in a large number of trades. "The manufacturer will do the business as before—very likely he will even manage to charge a little more. The retail trades will suffer, but the co-operators must not think to have everything their own way. If I know anything of British parents they will not easily accept a scheme of standardization. They have a notion that their own taste should play some part in choosing their boys' and girls' clothing. Individually, I do not think we shall be much affected. We are large advertisers. Our name is known, and parents know that we treat them well. I think it can be said without immodesty that parents like to have other people see our label on their boys' and girls' clothes. We have a good many service-devices that consolidate good-will, too. We standardize every garment—a waistcoat and jacket that has been damaged can be replaced. That cannot be done everywhere. When we send out a suit, we pack with it the off-cuts of material and a few buttons, so that repairs can be made. We furnish all garments with liberal turnings, enabling sleeves and trousers-legs to be let out as a boy grows. We have an organization to meet a boy passing through London on his way to school, and take him from one railroad terminus to another—free of charge. This kind of thing protects us. But our best protection, of course, is our advertising."

How the traders will take the action of the schoolmasters yet re-

Apr. 21, 1921

mains to be seen. I do not think, personally, that they will take it passively. One thing that they might do would be to use a little influence with manufacturers. If the latter found a number of good general accounts being closed—closed by people who buy a good deal more than a few dozen boys' suits or overcoats in a year—they might reconsider the advisability of supplying the schools. But of course the best answer of the traders would be Rowe's answer—advertising.

1921 a Foundation for Future Prosperity, Du Pont Says

There is evidence that 1921 will show a substantial recovery, and a reasonable satisfactory business with the foundation well laid for future prosperity. Pierre S. du Pont, president of the General Motors Corporation, says in the annual report of that corporation for the year ended December 31, 1920.

"The motor car business," he says, "in common with other lines of manufacture, suffered acutely from the conditions which obtained during the last four months of the year. The demand for the corporation's products, which had been very urgent during the first part of the year, was sharply curtailed in September. Inventories reached their peak about the middle of October, but during the ensuing ten weeks, to December 31, the corporation was able, notwithstanding shrinkage in sales, to effect a net reduction in inventories of approximately \$25,000,000.

"In the early months of the year 1920 there was promise of increasing annual sales and net profits. The volume of sales reached this expectation notwithstanding the sudden diminution of business during the latter quarter of the year, but the net profits fell somewhat short of the previous year's record, although far in excess of any other year of the corporation's history."

The report shows net profits of \$49,277,521 for 1920. Net profits for 1919 were \$90,517,519.

The number of stockholders at the end of the fourth quarter of 1920 were 36,894.

New Accounts for Thielecke Agency

The Anderson Electric & Equipment Company, of Chicago, has given its account to the Thielecke Advertising Company, of that city, and is planning a campaign including business papers, export publications and newspapers. Another account secured by Thielecke is the Indestructo Truck Makers, of Mishawaka, Ind., which will use national magazines.

W. G. Gray Takes on New Duties

Willis Gale Gray has recently been made director of sales promotion with the Jackson Corset Company, Jackson, Mich. Mr. Gray assumes his new duties in addition to those as advertising manager.

This company is now in the midst of an extensive advertising campaign. Both consumer and trade publications are being used and direct-mail and cooperative advertising is also featured.

In the month of March, one of the first months after the campaign had been started, this company had the biggest single month's business in the history of thirty-eight years.

A Much Registered Trade-Mark

The Gillette Safety Razor Co. has issued and pending 443 trade-mark, label and design registrations in the United States and abroad, covering in all ninety-eight countries, according to *The Wall Street Journal*.

This company, that paper also states, owns at present sixty-one United States patents and has applications pending for sixteen others, many of which cover the machinery and processes used, as well as others proposed, for the production of razor blades and handles. In addition, the company has 127 issued or pending foreign patents, a few of which have expired.

Armistead Sees Business Reviving

"Prosperity is slowly returning everywhere," said William M. Armistead, of N. W. Ayer & Son, speaking in Cincinnati recently. "We have found that concerns that did not cut their advertising appropriation during depression fared better than those that did. The advertising appropriation is always the first thing the unwise whittle down. If I were a manufacturer or jobber I'd cut my appropriation, if that were necessary, when times were good. When times begin to get bad I'd advertise more extensively."

E. F. Barber Heads Winston-Salem Club

E. F. Barber has been elected president of the advertising club, recently organized at Winston-Salem, N. C. The other officers are: N. V. Stockton, vice-president; Miss P. Garner, treasurer, and William T. Ritter, secretary.

Appointment by Quincy Newspaper

John N. Leach, formerly with the Ketterlinus Lithograph Company, Philadelphia, has been appointed advertising manager of the *Quincy Patriot Ledger*, Quincy, Mass.

Cause and Effect



A RETAIL druggist in Chicago tells an interesting story. On Monday and Tuesday, March 28th and 29th, he had 60 calls for a certain commodity which was practically unknown in Chicago and of which he carried no stock. Such an unusual demand prompted an investigation. This was what he learned:

That on Sunday, March 27th, a page advertisement had appeared in the Chicago Herald and Examiner on this particular product. It was the first time it had been advertised, *and no other newspaper carried the advertising.*

Multiply this one druggist by hundreds and you will have a fair idea of the demand created overnight. You will also have a clearer understanding of the "pulling" power of the Chicago Herald and Examiner and the necessity of dealers' stocking a product before the advertising begins.

The plan that the Merchandising Department of the Herald and Examiner has perfected assures a manufacturer of dealer distribution BEFORE a line of advertising appears. Write for an exposition of this plan. It obligates you in no way.

HERALD^{CHICAGO}**EXAMINER**



The Power of New Copy Ideas

NEARLY every druggist in the country has carried for years a certain simple form of preparation. So staple had it become that all the big pharmaceutical houses made it and in many cases the dealer had it put up under his own name.

About four years ago a manufacturer looking for a new product hit upon this one.

He had some made up—no different from the rest except the name that he coined.

The first year without the aid of salesmen but with advertising alone he did a million dollar business. He now not only owns the market but has created hundreds of thousands of new users for this type of article—yet the

only thing different about his proposition was the copy.

A certain course for training the mind was written a few years ago. Every book store in the country had several such systems which sold at 50c or \$1.00.

But a copy idea was evolved for the producer of this new course and 300,000 were sold at \$5.00 each.

A staple selling through the grocery trade in a strongly competitive market increased sales over 100 per cent in a few months last year, after a change of copy was made.

And so it goes. Copy is the life-blood of advertising. The right appeal properly made can make ten sales to one made by the average kind of copy.

Years of experience in tabulating the results from the expenditure of millions of dollars for mail order advertisers has shown us what copy can do.

And every day we are proving that the same principles, the same appeals that have made good here produce an equally satisfactory result on goods sold through dealers.

Our little book, "The Tested Appeal in Advertising," discusses this subject from many interesting angles. A copy will be sent on request without obligation.

Ruthrauff & Ryan *inc.* Advertising
404 Fourth Ave. at 28th St. New York

Chicago

Baltimore

GILMAN, NICOLL & RUTHMAN

SPECIAL REPRESENTATIVES

Announcing the Opening of Our BOSTON OFFICE



LOUIS GILMAN,
NEW YORK



A. W. STUCK,
NEW YORK



C. E. TULLY,
NEW YORK

NEW YORK
World Building

On May first we will formally open our Boston Office, in charge of Mr. Stanley Pratt. This step has been taken on account of the ever increasing volume of business emanating from the New England territory.

We are opening this office in order that we may give our publishers the same intensive service in New England that has marked our activities in other fields. Mr. Pratt has been placed in charge, as he has been identified with the advertising business in the New England territory all his life.

Our service is individual to each paper represented. To render such service we have a larger staff in proportion to the number of papers represented than any other firm in our field.

Such publishers who believe they are entitled to more national business than they are now receiving are invited to investigate our standing, not only with publishers we now represent but also with advertisers and agencies.

BOSTON
Tremont Building



A. G. RUTHMAN,
CHICAGO



STANLEY PRATT,
BOSTON



M. G. ANDERSON,
CHICAGO

CHICAGO
Tribune Building

Advertising to the Most Responsive Market

THE MOTOR AND ACCESSORY MANUFACTURERS ASSOCIATION

NEW YORK, April 13, 1921.

Editor of PRINTERS' INK:

Roland Cole's article in the March 31 issue of PRINTERS' INK on musical records was unusually interesting. It suggested several lines of thought.

A little informal interviewing among many of my friends and acquaintances, including those who are deeply interested in so-called classical music, indicates that most of them associate the Victrola and other talking machines with (1) dance or jazz records; (2) soloists of the type of Caruso, Galli-Curci and Kreisler. This is all good enough so far as it goes, but a third class should be added, (3) orchestral or symphonic music.

For a long time I did not realize that it was possible to render orchestral music adequately on the talking machine. Quite by accident I made the discovery, and for the last two years have been building up a rather complete library of symphony records. They are rendered in an astonishingly effective manner. Many students and critics hold that the highest form of absolute music is the symphony or the string quartette. Both of these types are rendered particularly well on the talking machines, and yet the average music lover does not know this. I have confirmed this impression by frequent talks with talking-machine salesmen. I can play at home on my Victor, the complete C Minor symphony of Beethoven, the "Rienzi" overture by Wagner, "The Invitation to the Waltz," "The Unfinished Symphony" and single movements from various other symphonies and symphonic suites, from Gluck to Tchaikowsky. The Fifth symphony of Beethoven consists of four double-face records. The exact total of playing time of these is thirty minutes, only one minute less than the playing of the Philharmonic or New York Symphony Orchestra at Carnegie Hall. Despite the obvious mechanical limitations, the rendition is astoundingly realistic.

It seems to me the advertising managers and salesmen should give more attention to these phases of the subject. Here is a field worthy of the most intense cultivation. Witness the audiences attending in New York City, the Philharmonic, National and New York Symphony Orchestras and the visiting ones from Philadelphia, Boston, Milan and other cities. Cities like Cleveland, Chicago, Philadelphia, Boston, Minneapolis, Cincinnati, Los Angeles and San Francisco maintain and support symphony orchestras. Many others can be mentioned.

Why not sell the symphony idea? It should not be relegated to second fiddle in the orchestration of the talking machine company's educational, selling and

advertising plans. On the contrary, it is clearly entitled to the concert-master's chair.

M. LINCOLN SCHUSTER,
*Secretary, Advertising Manager's
Council.*

BY way of reply to Mr. Schuster's inquiry it should be pointed out that the article which appeared in PRINTERS' INK of March 31, 1921, described the methods used by the Victor company for teaching its retail dealers how to increase the sale of red seal records. The term "red seal records" was used in a broad sense to differentiate records of standard musical selections from records of ragtime pieces and so-called popular hits. The article did not deal with the character of the musical selections themselves, as to whether one form of selection, such as a vocal or instrumental solo, was a higher or lower form of music than a string quartette or orchestral rendition of a symphony.

In regard to the point raised by Mr. Schuster, however, Ernest John, manager of the advertising department of the Victor company, has this to say:

"As to our advertising, yes, we have, by newspaper and magazine space, by posters, and by our supplement, given about as much space to the symphonies as to any other branch of music. Reference to our symphony records is made in almost every advertisement we use touching on the music the Victrola makes available, but the symphony has never of itself contributed a headline advertisement.

"You will be interested in knowing that until we brought out the first records by the Boston Symphony Orchestra some four or five years ago, then under the direction of the famous Dr. Muck, no complete orchestra had been recorded by any talking machine (to the best of our knowledge). It was a decided step forward and has much to do with the discoveries your correspondent has made in the history of music.

"We are pretty sure the symphony section of 'How to get the most out of your Victrola' embodies the keynote of our presentation of

Apr. 21, 1921

records of this type to the salesmanship class."

We do not believe the Victor company has been missing any bets in its advertising by not having put greater stress upon string quartettes and symphonies. The percentage of the public capable of appreciating such music is very small in comparison with those who buy musical instruments for the sake of enjoying the lighter forms. Despite the impressive audiences at Carnegie Hall, the Victor people know that it will pay them better to get the ear of 95 per cent of the public rather than 5 per cent. Herein is a good point for most other advertisers: *follow the line of least resistance!* Once in a while it will be good policy to cultivate the minority, but most of the advertising should be directed at the most responsive and easiest sold market. Set your traps where the mice run.—[Ed. PRINTERS' INK.]

Scripps Newspapers Have New Chicago Manager

Stuart S. Schuyler, for the last five years with the Chicago office of the foreign advertising department of the Scripps Newspapers, has been appointed manager of that office, succeeding H. P. Stone. Mr. Schuyler has been connected with the Scripps McRae League and Scripps Newspapers since 1911. For five years prior to his joining the staff of the Chicago foreign office, he was on the display advertising staff of the Cincinnati Post, a Scripps newspaper. For several years before joining the Scripps forces, he was advertising manager for the Atlantic City Press and Union.

New Campaigns from Charleston, W. Va.

The Allied Crafts Service, of Charleston, W. Va., has added the accounts of the Virginian Electric & Machine Works, Charleston, trade papers and direct-by-mail; American Steam Laundry Company, Nitro, W. Va., State newspapers for laundry business; Bowman Land Company, Charleston, direct-by-mail; Smokeless Fuel Company, Charleston, trade journals and direct-by-mail on "Miltrena" Smithing Coal; Manhassett Coal Company, Charleston, trade journals on coal.

Bernard H. Brunner has resigned as advertising manager of Parsons & Whittemore, Inc., of New York, and has gone into business for himself as an editor of house organs in that city.

Tonic for Spring Fever

THE ATLANTIC MONTHLY COMPANY

NEW YORK April 5, 1921.

Editor of PRINTERS' INK:

In my opinion both the weekly and monthly issues of PRINTERS' INK are becoming increasingly useful to advertising men. I say this because of concrete instances where I have been benefited by the reading of certain articles in recent issues.

Further than this, I believe that PRINTERS' INK is capable of rendering valuable service which very few people appreciate. Here again I am speaking from actual experience. Recently I called upon you for information on a subject that I was vitally interested in, and was rewarded by securing fifteen articles bearing directly on this subject. Not only this, but the politeness and consideration shown me upon my call at your office were very refreshing.

I wish to particularly mention the courtesy extended me by your Mr. H. M. Marks. This young man clearly demonstrated that he was thoroughly posted on the work he is carrying on for you.

V. H. YOUNG,

Eastern Mgr., *The Atlantic Monthly*.

Des Moines Better Business Bureau Advisory Plan

In an endeavor to have the views and support of the varied businesses in its city, the Better Business Bureau, of Des Moines, Iowa, which was recently reorganized, has created an advisory board. The members of this board are drawn from each of the different businesses in Des Moines, such as the motor trade, bankers, real estate men, department stores, and from each of the other retail groups.

T. J. Madden has been made president of the reorganized bureau, and Ray W. Lockard has been made secretary.

Boston Agency Increases Staff

Robert T. Gebler, formerly with the International Correspondence Schools and Tracy-Parry Company, Philadelphia, has been made director of merchandising and promotion of the Wood, Putnam & Wood Co., Boston. Other additions to the staff of this agency are: W. Cortez Raughley, formerly of the firm of Busby-Raughley Co., Philadelphia, who will have charge of service and sales for Pennsylvania, and Marshall Head, formerly with the Grover Studios, Boston, who becomes Southern representative.

W. R. Warren Leaves Sexton Manufacturing Co.

W. R. Warren has resigned as advertising manager of the Sexton Manufacturing Co., Fairfield, Ill., maker of underwear and nightwear for men and children. Mr. Warren was formerly advertising manager of the Westfield Manufacturing Company, maker of "Columbia" bicycles.

Circulation of Des Moines

Daily Newspapers

as shown by latest Government Statements

Complying with the Federal law the newspapers of Des Moines have certified that their average paid circulations for six months ending March 31, 1921, were as follows:

Daily Register (exclusive of	
Sunday).....	62,273
Evening Tribune.....	49,287
Second Evening Newspaper..	49,805
Last Evening Newspaper.....	34,238

Combined
111,560

For the last month of the period, March, 1921, the paid circulation of The Register and Tribune averaged:

Daily Register (exclusive of	
Sunday).....	63,063
Evening Tribune.....	51,905

Combined
114,968

The city circulation of The Evening Tribune is 50% greater than that of the second evening newspaper.

"There is no substitute for circulation"

REPRESENTATIVES

New York
I. A. KLEIN
Metropolitan Tower

Chicago
JOHN GLASS
Peoples Gas Bldg.

San Francisco,
Los Angeles, Seattle
W. R. BARANGER CO.



Proof of the Puddin'

The character of an organization might well be illustrated by the character of its clients.

Since concerns, such as the

Packard Motor Car Co.

Nash Motors

Commonwealth Edison

La Fayette Motor Co.

Hansen Glove Co.

Duplicator Mfg. Co.

Hoover Suction Sweeper Co.

consistently use Peco Printing Plates in all their national advertising, you can safely count on the quality of Peco being right.

Ads of these concerns appear consistently in the Saturday Evening Post. Examine them from an engraving point of view.

Have you received your copy of "Proof of the Puddin'"? If not, drop us a line on your business letterhead and we'll send you one.

Premier Engraving Co.
Photo-Engravers, Color Plate-Makers
605 South Clark Street
Chicago

A Man Who Shouldn't Advertise

He Is the Man Who Doesn't Know What Should Be Expected of Advertising, Who Considers It as a Great Gamble

THREE is a business man in New York conducting a service organization who takes great pleasure in "bringing down" advertising representatives, be they from newspapers, magazines or agencies. Whenever a representative calls upon him he leans back in his desk chair, smiles shrewdly, and says, "Why, yes, I'll advertise if you'll split the expense fifty-fifty and risk getting your half back out of the wonderful increased business you want me to think advertising will bring me."

This man maintains a handsome suite of offices to make a favorable impression on his clients and prospects, yet he doesn't ask the landlord to pay half of his rent and take a chance that he'll get it back out of the increased business he gets over what he might get if he were located in a loft over on Second Avenue, where his work could be done just as well as in the Grand Central zone, and where his clients could come to him if they could find him, which, of course, they could if they would take the trouble.

Nor does he ask his printer to pay half of the bills for his business stationery until he can prove that it pays him to have neat, business-like letterheads and envelopes to send out to his clients and those whom he hopes to serve.

Strangely enough, he doesn't expect the telephone company to pay half of his telephone bill until they can prove that it pays him to have a telephone so that he can keep in touch with his clients and give them good service.

Perhaps, strangest of all, he has never asked his bootblack to pay half toward his shines, his laundry to pay half toward the bill for laundering his linen, his tailor half toward his suits and overcoats, until it can be proved that it pays him to look the part of a gentleman, not only for its

effect on his clients and his employees, but also for the psychological effect clean linen, shined shoes and well-tailored clothes have on himself, the wearer.

He has missed the point of advertising entirely. He appears to look upon it as a Magic Something that it isn't at all. In vindication of his misconception he may say that he gets his impression from advertising men themselves. Grant that many advertising representatives are enthusiastic. So are salesmen for cement and canned soup and automobiles and life insurance and adding machines. And so far as that is concerned, so is this very man when he goes out to sell the service of his own organization, which, by the way, is an intangible service that can't be metred.

SELLING IS BASED ON ENTHUSIASM

All selling is based on enthusiasm, but on that account all goods and service are not to be condemned. Business men have simply learned to judge values—human as well as material—and they buy every day with safety by applying the common sense which they have acquired through study, experience and observation.

When they buy advertising matter or advertising space they buy it for the same reason that they rent suitable offices in convenient locations and maintain telephones so that their customers will be favorably impressed and find it easy to locate them and convenient to deal with them. Furthermore, they advertise for the same reason that they wear well-fitting clothes and clean linen and have their shoes shined; for the good impression their businesses will make on those whom they serve, and upon their own organizations and themselves.

The latter effect is no mean by-product of advertising. The president of a gigantic industry, with factories in half a dozen

cities and salesmen covering the Continent, informed *PRINTERS' INK* only recently that if there were no other results from his company's advertising it would be worth while because of the stimulating influence it had, not only on his salesmen, but on the rank and file of his employees. "It gives them a pride in their company that nothing else could, and they feel that great things are expected of them. In fact, it helps to keep all of us on our toes."

The trouble with the man referred to in the beginning of this article is that he has never grasped the fact that advertising is just a common-sense business force, calculated to make people conscious of the need of his service; to make it easier for them to find him; to save time by introducing him before he calls so that his prospective clients know something of his experience, his ability, and his responsibility; and to give his own employees, clear down to the errand boy, something to live up to.

This man expects mail-order returns from advertising, not reckoning that he is not selling merchandise that can be weighed or measured, but an intangible service requiring introduction and public education before it can be generally appreciated. He thinks that to be profitable to him, advertising should bring a flood of letters and callers as the result of two or three insertions in a given medium—or perhaps a single insertion. Sometimes advertising works that way, but that is almost too much to expect when advertising such a business. It is in the steady, often gradual, building of such a business that advertising pays its way and earns its profit, just as it is in the daily service of the telephone that that instrument of communication pays for itself and shows a profit.

It is earnestly to be hoped that the gentleman in question will not advertise until he has assimilated this conception of advertising as applied to a business of the nature of his, for the advertising graveyard has a large

section of little headstones marking the resting places of such as he, headstones that should bear the epitaph, "He tried it once."

Lumbermen for Home Campaign

As part of an advertising plan to promote building of homes the Lumbermen's Association of Chicago had a modern frame house of five rooms and bath constructed in one day at a cost of \$3,738.08. The story of the house is being told in page advertisements in newspapers. Eight photographs are presented showing the progress of the building at each hour during the working day. The idea is to show that "the price of lumber has declined so materially that any hopeful home-builder may proceed with safety and economy now." The offer is made to duplicate the house at that price in one day in any part of Chicago.

Poor Richard Holds "All-American Day"

The Poor Richard Club, of Philadelphia, turned its monthly co-club luncheon into an "All-American Day" celebration on April 7. The club had as speaker Rear-Admiral W. S. Benson, U. S. N., retired, chairman of the United States Shipping Board. Preceding Admiral Benson's address, there was shown for the first time in public the Shipping Board moving picture, "The American Merchant Marine," portraying the growth and development of the shipping industry of the United States from 1850 to the present time. The picture was put on and explained by Herman Laue, advertising manager of the Shipping Board.

Milwaukee Shoe Manufacturer Appoints Burns-Hall

The F. Mayer Boot and Shoe Company, Milwaukee, manufacturer of "Honorable" shoes for men and "Martha Washington" shoes for women, has placed its account with the Burns-Hall Advertising Agency, Milwaukee. The appointment takes effect May 1.

M. C. Richter, formerly manager service department of the Milwaukee *Journal*, and with the Otto J. Koch Advertising Agency, has resigned from the Harley-Davidson Motor Company to join the service staff of the Burns-Hall agency.

New Chicago Advertising Service

The Electrograph Advertising Service has been organized in Chicago with Henry C. Dosch as president; W. E. Witherbee, vice-president; and A. E. Kircher, secretary and treasurer.



THE AUTOMOTIVE RESEARCH BUREAU

For years the Class Journal Company has been the recognized clearing house for information of an authoritative nature.

Back of the editorial work in the various papers lies this intimate knowledge of the business. Its accretion has covered many years and necessarily calls for constantly increasing absorption.

Present and future development has made imperative an organization of this great fund of information. The Class Journal Research Bureau is the result. It is now being used by manufacturers and others to great advantage.

One hundred and fifty or more callers per month make use of its facilities. Possibly 200 phone requests for information and an equal number by mail—all unite to show its usefulness to the industry and trade.

The co-operation it also affords to prospective advertisers and agencies is effective and much appreciated, for this Bureau can usually furnish promptly data which would cost much time and money to secure through individual effort.

Automotive Industries is the manufacturers' authority.

Motor World and Motor Age are the selling authorities in the industry.

The Class Journal Company

(Member A. B. P., Inc.)

CHICAGO
Mallers Bldg.

NEW YORK
239 West 39th St.



ERWIN, WASEY & COMPANY
Advertising

NEW YORK

CHICAGO

LONDON

We believe the character of the work we have done is a true earnest of our capacity for larger accomplishment, and that its success expresses fairly the fundamental soundness of our method

Selling by Mail Two Million Army Field Caps

Astute Piece of Merchandising to Dispose Quickly of Huge Remainder Left from War Supply

AS a selling poser, here is one which at first sight seems unanswerable. The solution is a fine example of reaching dealers through the mail.

The entire remainder of the supply of army field caps—two millions of them. They are new, all wool and well made, but slightly out of fashion. What will sell them?

That is what the Stabins Sales Corporation wondered, after buying the caps from the Government. Only one thing was certain—they had to go quickly. Selling by salesman would be too slow and costly; so would a campaign of advertising.

No dealer was likely to buy a big stock. It was a temporary, not a permanent proposition. Getting rid of 2,000,000 caps meant selling some in every city, town and hamlet in the country, or nearly that.

A "Confidential Money-Maker" broadside was prepared and mailed to a list of nearly 50,000 dealers. The entire country was covered. The copy was well calculated to make hat buyers take notice.

Dealer opposition was attacked with banging head-lines. "The Cap of a Thousand Uses!" "Do the Impossible—Sell a \$3 Cap for a Tenth of That Price!" "The Cap of Anytime and Anywhere!"

Then came some cleverly handled stuff which would wake up any dealer. Twenty-five of the thousand uses were illustrated and a long list of possible users given—men, women, girls and boys; workmen, sportsmen, school children; almost anybody and everybody.

Any dealer would see at once the fine lines of selling talk there were for him in this picture. He could not miss seeing himself selling field caps to every home. He could see, too, that if he did not hurry he might be left out in the cold.

For the broadside said: "We cannot guarantee unlimited quantities. Wire immediately for profitable arrangement that will give you exclusive rights for your town—concessions will be entertained in the order of their receipt."

Assortments of sizes were offered. Ten dozen—\$2 a dozen. Twenty dozen—\$1.90 a dozen. Fifty dozen—\$1.80 a dozen. And, "These are the same caps that were originally made to retail for as much as \$2.50 and \$3 each."

It seems likely that the popular headwear throughout the country this summer for general use, work and fun, will be the cap that Sammy looked so smart in. The price will do it. At least, everybody is confident it will.

What is still more interesting is that one cleverly composed broadside will probably prove sufficient to sell so many that few of the 2,000,000 caps would be left—if any. Of course, the price made these caps an attractive sale feature, but against that was the fact that the caps had completely lost their popularity.

GOOD SALESMANSHIP WAS NECESSARY

The feature of the broadside was the astuteness with which it showed the dealer how to re-establish the lost popularity. Despite the price opportunity there was unquestionably considerable room for doubt as to whether the caps could be made to go. Good salesmanship quashed that doubt.

It is the way selling problems are attacked that solves them. Here almost every small-town dealer in the country was reached with the selling message at a cost that was practically inconsiderable. The whole thing was done in a few days, too.

Some authorities on selling the small-town dealer by mail believe

that the decrease in sales by the big mail-order houses last year cannot all be taken as an indication of less buying. Some of it, they fancy, may have been due to the awakening which has come to country storekeepers through use of the mail.

The Advertising Agency Must Be Prepared for Readjustment

THE next ten years may see great changes in advertising, in advertising mediums, in advertising service, in the advertising agency business itself. In the general shake-down of business waste and business inefficiency which the next ten years are certain to witness the advertising agency business must be prepared to bear its full share of the readjustment.

There is a big field for improvement. No function of business to-day is so much in need of revamping as the distribution of merchandise to the consumer. Its cost is out of all proportion to the cost of manufacture.

What inroads mail order may make upon our present system of wholesaling and retailing no one can foretell. How far retailers will pass out of the scheme of distribution; what part advertising will play, how it will fit into the altered conditions.

No one can predict the answer. We all feel in a vague way a dissolving of the old order of things under our feet and a reforming of conditions which will go clear to the bottom of commercial relations. New values will emerge; maybe very different from present values in their outer aspect. But fundamentals will be the same.

As advertising agencies we shall always have the old problem before us, of distributing merchandise to the consumer at minimum cost; of doing our share toward raising the standard and lowering the cost of living; of contributing no mean part to the securing of real and not merely money wages to the workman.

Real usefulness will win. As long as we advertising agencies can help in the solution of these problems, there need be no fear for the agency business nor for its just compensation.

But the efficiency of to-morrow does not mean the efficiency of to-day. New and more exacting standards will arise: We must prepare to meet them by being fit; by giving to our clients a service which they cannot provide for themselves; by conserving our resources, running our own business without waste.—John Benson, vice-chairman of the Western Council of the American Association of Advertising Agencies, in an address before the New York Council of that association on April 13.

Florida Newspaper Publishers Meet

The Associated Dailies of Florida held a meeting in St. Petersburg recently and decided to take a firm stand against the proposed forty-four-hour working week in either newspaper or job offices of the State.

W. F. Stovall, of the Tampa *Tribune*, and Chris O. Codrington, of the *Deland News*, were added to the legislative committee, to push a new liberal law and a new law defining what newspapers are eligible to publish legal advertising.

The first annual meeting of the association will be a two-day session, to be held in August in Deland and Daytona.

Twenty-two out of twenty-eight daily newspapers of Florida are now members of the association.

Indianapolis "Star" Starts Retailers' Publication

The Indianapolis *Star's* merchandising and promotion department has just begun the publication of a monthly retailers' newspaper "The Indianapolis Star Co-operator and Merchandiser." The new publication will be written and edited by Russell E. Smith, promotion and merchandising manager of The Indianapolis *Star*.

H. W. Dunk with Wappler Electric Company

Howard W. Dunk has been appointed sales promotion manager of the Wappler Electric Company, Long Island City, N. Y. He is also in charge of the company's advertising. Until April 1 Mr. Dunk was commercial manager of the International Devices Company, New York.

SWEET'S ARCHITECTURAL CATALOGUE

is issued annually by an organization which has for fifteen years specialized in the development of CATALOGUE SERVICE in the construction field.

A staff of six trained architects, one of whom is an experienced specification writer, is employed to assist the client in the preparation of his copy from an architectural point of view. From their practical experience these men know the information that the users of "Sweet's" desire.

The distribution department has unusual facilities for obtaining a constant flow of information as to names and addresses of architects and other important designers of buildings, so that the distribution list may be at all times as complete and accurate as possible.

**Forms for Sixteenth Edition close
July 1.**

**Write for rates and latest A. B. C.
Statement.**

SWEET'S CATALOGUE SERVICE, Inc.

119 WEST FORTIETH STREET

NEW YORK

Apr. 21, 1921



The Evolution of Tablet Packing

Electric lights, cash registers, and handsome display cases are now marks of the modern store—magnets of trade and milestones of progress and profit.

Even the packing of tablets has been modernized!

Envelopes, cardboard boxes, glass bottles—all have been steps in the evolution of tablet packing.

Now it is Sanitape!

SANITAPE

Sanitape takes its leading position in the field of tablet packing because it offers these advantages:

(1) Each tablet is individually sealed air-tight and moisture-proof until the instant of use. One or more tablets may be removed from sanitape without exposing the others.

—*Maintained effectiveness.*

(2) The packing operation is wholly mechanical — the achievement of an ingenious machine. No hand touches the product at any stage.

—*Protected purity.*

(3) Tablets do not come in

contact with each other nor with the carton. No rubbing, no crumbling.

—*Insured perfection.*

(4) Lightweight carton sufficient container for tablets packed in sanitape. No danger of loss or breakage.

—*Saving in weight and cost.*

(5) Sanitape packing influences buyers favorably toward products it contains—by its hygienic, economical, convenient and unique features.

—*Added value to the product.*

What product do you make? Can it be packed to better advantage the sanitape way? Investigate. Send for samples and full particulars regarding this new and unique method.

IVERS-LEE COMPANY

NEWARK, N. J.



Where quantities to be packed do not justify the installation of an Ivers-Lee Machine on the premises, our Contract Department will sanitape-pack tablets (or other products which lend themselves to this method), lots of 15,000 or more, in desired units—for manufacturers, jobbers and retailers.

Write for full particulars.

Preserves Perfection

By Air-tight Protection

Petitions British Embassy for "Honor" of Advertising

Swarthmore College, Swarthmore, Pa., has sent to the British Embassy at Washington a formal petition invoking the services of the British Government to have Mr. J. Hugh Edwards, Welsh member of Parliament and official biographer of David Lloyd George, in America by May 30. Mr. Edwards has been booked by the Swarthmore Chautauqua to give a lecture on that date and between \$4,000 and \$5,000 have been expended advertising him. The petition urges that Mr. Edwards keep his engagement, and not jeopardize the advertising. Mr. Edwards wishes to remain in England until after the installation of the Prince of Wales as chancellor of the University of Wales, to which he has been appointed special envoy from Wales.

"Save the Surface" Campaign Brings Results

Phillips W. Wyman, business manager of the "Save the Surface" campaign, with offices in Philadelphia, reports that at the end of the second year of the campaign very marked results are noticeable in the attitude of the public toward the paint industry. "This great co-operative advertising effort of the industry," he said, "has succeeded in teaching the public that paint is a good investment and not an ornamentation, and has benefited manufacturers and dealers greatly."

Urges Publicity for Gas Companies

Leake Caraway, of the City Gas Company, Norfolk, Va., in addressing the annual meeting of the New Jersey and Pennsylvania Gas Association on April 14, advocated an extensive advertising campaign for the gas-producing companies. "Timeliness is what counts in publicity," said Mr. Caraway. "It is far better to take the public into your confidence at the time something happens than wait until you are forced to do so."

Ordo S. Barrett Leaves Studebaker

Ordo S. Barrett has resigned as advertising manager of the Studebaker Corporation of America, South Bend, Ind. Mr. Barrett had been with the Studebaker organization for nearly twenty years and contemplates a business connection in Pueblo, Colo.

Lloyd R. Coleman with McGraw-Hill Co.

Lloyd R. Coleman, recently assistant advertising manager of the General Railway Signal Company, Rochester, N. Y., has joined the advertising department of *Electrical Merchandising*, McGraw-Hill Co., Inc., New York.

Plain Truth on False Advertising

"During the war we all could sell goods without lying, but in the transition from the sellers' to the buyers' market we are finding a strong inclination on the part of many advertising and business men to return to some of the pirate methods that prevailed before the war," Merle Sidener, of Indianapolis, told members of the Cleveland Ad Club on April 13, in an address entitled "Business Traitors."

"Unless the public can have confidence in business there can be no confidence in advertising, and business must learn that a lie is a liability and that truth is an asset," Mr. Sidener said.

With O'Brien Varnish Company

Paul Swisher has been appointed assistant advertising manager for the O'Brien Varnish Company, of South Bend, Ind. Martin Stai, of Virginia, Minn., has been added to the advertising staff of the O'Brien organization.

Electric Storage Battery's Earnings

The report of the Electric Storage Battery Company, of Philadelphia, maker of the Exide battery, shows net earnings, for 1920, after estimated Federal taxes, preferred dividends, and sundry adjustments are deducted, of \$4,616,266, or equal to \$23.10 a share on the 199,763 shares of common stock outstanding.

Waldo E. Fellows with Wm. N. Albee

Waldo E. Fellows has joined the Wm. N. Albee Co., Detroit, advertising and merchandising counsel. Mr. Fellows was for five years a member of the sales department of the Continental Motors Corporation.

Will Advertise Strawberries

Emil Brisacher Advertising Agency, San Francisco, will handle the advertising for the Northern California Berry-growers' Association. A campaign to increase the sale of strawberries will be started in the near future.

Lee Is Typographer Official

Ben C. Pittsford, president of the Advertising Typographers of America, has appointed Montague Lee, of the Lincoln Press, New York, as first vice-president of that organization.

Stanley Penn Hull, formerly with the advertising department of the Studebaker Corporation, South Bend, Ind., has become associated with the advertising department of the South Bend Tribune.

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Better Than One Out of Three!

One subscriber to every 2½ homes is the record of The Kansas City Star (Daily and Weekly) in the state of Kansas.

In Missouri, excluding the city of St. Louis, the record is better than one subscriber for every 3 homes.

	Families	Star Subscribers
Kansas	410,129	167,685
Missouri	597,863	206,398

(excluding St. Louis)

THE KANSAS CITY STAR

Chicago Office
1418 Century Bldg.

New York Office
2 Rector Street

Get Preferred



YOU receive in your morning mail three pieces of direct advertising, prepared, let us say, by three equally able copy writers. Instinctively you pick up one piece, read it, and give it careful consideration. You give it *preferred attention*.

THE CLEVELAND Advertiser

GENERAL OFFICES AND PUBLISHING COMPANY

Aeolian Building, NEW YORK

532 S. Clark Street, CHICAGO

101 Milk Street, BOSTON

824

Attention for Your Direct Advertising

What was it that caused you to select this particular piece ahead of the others? It was that *something*, apparent at first glance, which said to you, "Here's a message that's different, more interesting."

You want your direct mail to get preferred attention. An unfailing way to accomplish it is to give your mailing piece an unusual and attractive fold. That is also one of the easiest methods. If employed effectively, it will bring better results even than additional colors or expensive artwork, *at no extra cost*.

The secret is to utilize the many out-of-the-ordinary, but as yet little used, folds that can be made on the Cleveland Folding Machine. If your printer has "Cleveland" equipment, he can make these attraction-winning folds for you just as quickly, accurately and economically as ordinary machines make simple, plain, ordinary folds. And he can make the so-called standard folds that can be made on any other machine.

You want to know more about this subject — what you can count on as practical and possible, so that you can utilize different folds *fully* for definite effects.

Consult your printer. He probably has a Cleveland Folding Machine. (If he has not, we will furnish him with names of trade binderies convenient to him who have.) Through him you can obtain a set of Cleveland Folding Machine dummies that illustrate every uncommon and unusual fold that is available to your use. Ask him for them.

FOLDING MACHINE CO.

ES AND FACTORY: CLEVELAND

Milk St., BOSTON

824 Balfour Bldg., SAN FRANCISCO

The Bourse, PHILADELPHIA



DEMAND for homes, caused by the lack of building in recent years, has made it profitable for owners of old buildings to remodel and repair their property. This necessitates installing new plumbing and heating equipment, for there is nothing that will give an old building an up-to-date atmosphere like a modern bathroom, a new kitchen sink or good heating equipment.

It means work for the plumber and it has kept him busy the year around. You will find him still doing business at the old stand, buying and selling and reading **DOMESTIC ENGINEERING** —the most influential business journal in the plumbing and heating trade.

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
 407 South Dearborn St.
CHICAGO

Member
 Audit Bureau of Circulations

Member
 Associated Business Papers, Inc.

824 Balfour Bldg., SAN FRANCISCO

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Try This on Your Last Year's Advertisements

This Little Dose of Hindsight May Be a Real Eye-Opener

By C. W. Garrison

Of The Lakewood Engineering Company

YOU fellows who lay out your advertising plans a year ahead won't be interested in this. Others of you can't adopt the idea here outlined because it may not fit your business. But there are a whole lot of PRINTERS' INK readers who *can* profit by this outline of my recent experience. So take it or leave it—use as much or as little as you can. But before saying the idea's rotten be sure *you* are right. I'm trying to talk now to the men who, after making up their publication schedules, are forever chasing closing dates, continuously confronted by the need for copy, and are in a more or less constant and frantic search for copy and layout ideas. (I know such folks exist—not so long ago I, myself, was a full-fledged member of the "tribe.")

Instead of dwelling on the evils of our ways and suggesting a set of rules for following which the life of an advertising man so afflicted becomes one long sweet melody, my suggestion is that you test out the truth of that old saying about the relative value of hindsight and foresight.

Try a little hindsight first—a good big dose. The suggested method of taking is very simple: Gather together as many of last year's advertisements as you can. Stretch a few strings across one or two walls of your office and just hang up the fruit of last year's labor. Put up as many as possible—the more the better. Then light up the old dudeen and—just sit back and *think*.

Look the harvest over carefully—not for the good points so much as for the weak ones. And just ask yourself—and answer honestly—whether you've got the most for the time and money represented. If a guilty flush steals o'er your

face, fear not, for that's a good sign.

Each advertisement may be good, individually. But *collectively* how do they size up? Is the art work uniform? Are there any dominant physical characteristics that make your advertisements hang together and *make them distinctly yours*?

Have you "put over" the message you wanted to in last year's campaign? Is there one dominating theme or *have your thoughts hopped and skipped according to last-minute ideas* that came when you had to "make" those closing dates?

Of course, none of the people who read your advertising will ever see *all* of your proofs for the year at one time. They see only one or two parts of your plan as they appear in the publications. What they will absorb from your messages by the end of a year depends largely on how your whole year's plan has been laid out to "put over" the message you want them to get—how well it has been planned to hang together and pound away at the one big idea.

Don't be content with a half hour. Leave the display up for a few days—a week. Study those advertisements every minute you can and, above all, be honest with yourself. And answer frankly at least three questions:

1. Collectively are your advertisements attractive?
2. Do they follow the principles of unity so that each one derives support for the others?
3. Have you followed the dominating theme which is the fundamental thought you wanted to "sell" last year?

Now for a dose of foresight. If you have not already done so, get down to brass tacks and ana-

lyze your advertising problem. Determine the one big idea you want to hammer on next year. Develop a distinctive style so that by the physical appearance of your advertisements people will know they're yours at a glance. Then lay out your plan for the year—and stick to that plan and that theme in spite of hellanhigh water.

Then after you've followed your new plan for a few months, hang up a bunch of *this* year's advertisements alongside of last year's collection and see if a little hindsight isn't a pretty good thing once in a while.

The copy does not, necessarily, have to be laid out for the whole year. But the *plan* should be laid out for the very same reason that railroads have time-tables. The time-table is not necessarily iron bound. It is subject to change when a change is necessary or advisable. But if railroads didn't have time-tables they'd have no "goal" to shoot at and things would be pretty much of a mess. So consider your plan as your time-table but change it only as conditions make necessary.

Railroads Ask Public to Help Lower Rates

In 600-line space in newspapers, the Associated Railroads of Pennsylvania appeal to the public to help the passage through the State Legislature of a bill repealing the "full crew" law and vesting the compulsory power in the Public Service Commission of Pennsylvania. It is stated that the present "full crew" law compels the railroads to pay out three and a half million dollars each year for unnecessary work. The object of the newspaper copy is to induce citizens to write their representatives in the Legislature urging the passage of the new bill, with the aim of which is to lower passenger and freight rates.

Defrees Urges Foreign Trade as Business Stimulator

Speaking before the Merchants' and Manufacturers' Association, at Baltimore, on April 17 Joseph H. Defrees, president of the Chamber of Commerce of the United States, said business of this country cannot return to normalcy unless we give adequate attention to foreign trade. He stated that long-time credits are demanded, particularly in these times when liquid capital of the people abroad is largely depleted.

Poor Richard Club Nominates Officers

The nominating committee of the Poor Richard Club, of Philadelphia, has nominated the following ticket for the annual election to be held the third Monday in May: For president, Irvin F. Paschall, advertising director of *The Farm Journal*; first vice-president, Philip C. Staples, vice-president of the Bell Telephone Company, of Pennsylvania; four other vice-presidents, Karl Bloomingdale, of the Bloomingdale-Weiler Advertising Agency; Cyrus H. K. Curtis, president of the Curtis Publishing Company; Rowe Stewart, business manager of the *Philadelphia Record*; Charles A. Stinson, president of Gatchel & Manning, photo-engravers; secretary, Wm. H. Martin, of The Holmen Press, and Jerome B. Taft, of The Biddle Service; treasurer, John M. Fogelsanger. Of the following six directors nominated three are to be elected: E. S. Edmondson, advertising manager of *The North American*; Jack Lutz, advertising director of W. B. Saunders Company, medical publishers; Edwin L. Lewis, general passenger agent for the Philadelphia & Reading Railway; Charles H. Henkels, art director of the Eugene McGucken Company; Walter Lee Rosenberger, of the J. H. Cross Company, and John H. Sinberg, realtor.

Prints Catalogue Page on Wrapping Paper

The sampling idea has been introduced into the April catalogue of the American Wholesale Corporation of Baltimore. An insert designed to sell wrapping paper is printed on a sample of the paper. One page of the insert is taken up with listing various numbers of the paper advertised and the other page lists various paper and woodenware specialties. *PRINTERS' INK* has told how various small catalogues have carried out the sampling idea, but the American Wholesale Corporation is the first of the big houses to adopt that policy.

C. W. Cranmer with Rex Seal Ginger Ale

Clarence W. Cranmer, formerly in the advertising department of the Philadelphia "Retail Public Ledger" and later general sales manager for the Macanite Company, composition flooring, has joined the Rex Seal Ginger Ale Company, Philadelphia, as general sales manager.

Frank J. Wolf with Denver, Col., Publishers

Frank J. Wolf has acquired a half interest in the Colorado Herald Publishing Company, of Denver, Col. During the last five years Mr. Wolf has been with the Welch-Haffine Printing Company, of that city.

Apr. 21, 1921

PRINTERS' INK

131

Hold Tight to the Farm Market and to the Best Buy in the Farm Field

In assaying the various farm papers for his clients, a Mid-West advertising agent prescribes **FARM AND HOME** as being "ideally economic."

The phrase sounds good, but may need amplifying.

"What d'ya mean, 'ideally economic'?" wrote a **FARM AND HOME** man to the agent.

"80 per cent. clean R. F. D. in best states, subscriber loyalty and editorial value proved by the largest percentage of renewals of any National farm paper—all at lowest rate-per-line-per-thousand circulation. Unquestioned quality at lowest cost—isn't that 'ideally economic'?" night-lettered the man with the halo.

Holding tight to these 615,000 *net paid* (650,000 gross) real farmers costs only \$3.50 per line.

*Write, on your business letterhead,
for a reserved seat at the concerts by
"Inside Stuff"—tabloid house organ.*



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

30 North Michigan Avenue, Chicago 461 Fourth Avenue, New York
Oneida Building, Minneapolis, Minn.

The South Has Been Changed by Advertising

ADVERTISING has done much to revolutionize conditions in the South. It is rapidly transforming us from a purely agricultural section into a manufacturing section. Our people are being sold on advertising which means transversion of raw materials into finished products.

The South is a chief source of supply for rice. Recently there was a big campaign put on in the interest of that commodity. The South is the home of the sugar cane, and there are many syrups on the market to-day which would have been unknown to anybody except the man who grew the cane, had it not been for advertising. The South is the home of the greatest soft drink manufacturing concern in the world. The daily consumption, if poured into a dry-dock, would float the greatest battleship. There are others too numerous to mention. I will refer to only one other, and that is tobacco.

The little town of Winston-Salem, N. C., during a recent friendly administration, had given them a wonderful Federal Building. Every day the tobacco company in that town buys sufficient revenue stamps to pay for that Federal Building. The advertising made that demand for revenue stamps necessary.

The publishers in the South are spending \$25,000 this year in an advertising campaign in the leading paid mediums of this country, trying to put over the idea that if you want to sell in the South, you must sell the South through the newspapers.

Our problems are purely agricultural and not industrial. Our troubles are with the boll-weevil, not with the Bolsheviks; with the pink worm and not with the Red Anarchists; with the hookworm and not with the labor agitator. In common with the rest of the country, we saw laborers' wages go sky-high.

It has been very aptly said that in the South cotton is king, but like a great many other kingdoms it is going through a period of reconstruction. We are coming back, and we are coming back strong. I believe it was Mr. Harriman who said that you must never be a bear on America. We do not consider ourselves the greatest producers, but you must never be a bear on the South.—E. E. Dallis, Chairman, Southern Council, American Association of Advertising Agencies, in an address before that association in New York last week.

Technical Publicity Society Elects New Officers

At a meeting of the Technical Publicity Club in New York last week W. A. Wolff, of the Western Electric Company, was elected president of the organization. G. W. Vos, of the Texas Company, was made vice-president; Cyril Nast, of the New York Edison Company, second vice-president; O. M. Bostwick, of the Sprague Electric Works, secretary, and R. P. Kehoe, of the R. P. Kehoe Company, treasurer.

H. J. Downes, of the American Locomotive Company, and W. B. Ruse, of Jenkins Brothers, were chosen as active members of the executive committee. W. E. Kennedy, of the Simmonds-Boardman Publishing Company, and C. S. Baur, general advertising manager of *The Iron Age*, were made associate members of the executive committee.

Sphinx Club Re-elects Huntsman

At a business meeting, which preceded the twenty-fifth annual ladies' night dinner of the Sphinx Club in New York last week, R. F. R. Huntsman, president of the Brooklyn *Standard-Union*, was re-elected president. The other officers elected at this meeting are: Vice-presidents, Preston P. Lynn, George Ethridge, Clarkson Cowl and Dan A. Carroll; secretary, Thomas A. Barrett, and treasurer, F. St. John Richards. These officers, with the exception of the treasurer, were the same as those serving last year.

The members of the executive committee are: W. R. Hotchkiss, Roger J. O'Donnell, Samuel Moffitt, W. W. Hallock, Corbett McCarthy, Collin Armstrong and E. D. Gibbs.

Frank C. Whitney has resigned as advertising manager of the Davis-Bourbonville Company, Jersey City, N. J., welding materials. Mr. Whitney had been with the company for eleven years, and for six years was sales manager.

Proof, and More Proof, That a Truth Production Sells the Product



 March 23, 1921.

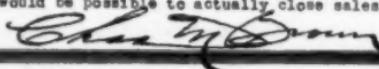
Harry Levey Service Corp.
 230 W. 38th St.
 New York City

Gentlemen:

You will probably be interested in a recent comment made by one of our dealers regarding our film "Blue Monday" which you produced for us.

Our Salesman Mr. Boatright was in Atlantic, Iowa, recently, calling on the Williams Electric Works. The dealer selling Woodrow Washers, Mr. Williams, said to Mr. Boatright: "You tell the fellows back in the office that instead of spending their time writing sales letters, they should be thinking up ideas for a new film, for that picture you sent us has done more to help sell Woodrow Washers than anything that we have ever tried. We showed the picture here on Wednesday night, and before 9:00 o'clock Thursday morning a lady came in and purchased a Woodrow Washer and told me that she had made up her mind to buy a machine, after having seen the picture at the theatre the night before."

There was an advertising solicitor in my office the other day, who had seen my letter that you produced in' Printers' Ink, and he wanted to know if I really meant what I said in my letter. I assured him that I did. The most surprising thing about our film was the fact that it actually made sales for us. We had expected that it would assist in selling the idea of washing machines, but we did not believe before the picture was used, that it would be possible to actually close sales.



HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*

Offices and Studios: 230-232 West 38th Street

NEW YORK CITY

CHICAGO OFFICE—923 POSTAL TELEGRAPH BUILDING

Then 'twas

Now it's

When do we Eat ???**What do we Eat ???**

A Story of *Sales Results*

You've heard the story of "What we did for Jell-O"? But not all of it.

Chapter two is on the opposite page—

It tells the story of proven *sales results*.

Now the question naturally bobs up—"How did you do it?" We answer—because we know our market—we know our readers—we've been with them in the service and out of it—

That's why we could show Jell-O! No mystery about it—

Our readers' experience is our experience—the service left certain indelible impressions on all of us.

Take food and food products, for example—

Before going in the army the average man was not overly interested in food or its fine particulars—his wife or mother bought prepared and served what he used, without much interest on his part—

But service life changed the man—he paid strict attention to what he got to eat—food was one of the most important things in his existence.

Did you ever hear a hungry company chant their "When do we eat?" battlecry?

Out of the service now—he still takes a mighty big interest in food products—in what goes on his table at home—

"When do we eat" has become "What do we eat."

And that, together with the fact that the women folk of his family are readers of the Weekly, is the reason why we have been able to prove, with dollars and cents results—

The value of our columns for food advertising—

All a matter of understanding your audience.

The AMERICAN LEGION Weekly

Official Publication of  The American Legion

627 West 43d Street, New York, N. Y.

C. R. BAINES
Business Manager

Western Office:
H. D. CUSHING 203 Conway Bldg., Chicago, Ill.
Advertising Manager H. R. DENTON, Manager

Apr. 21, 1921



JELLO
AMERICAN HOMEMADE DESSERT
AND
ICE CREAM POWDER

CANADIAN FACTORY BRIDGEWOOD, ONT.

THE GENESEE PURE FOOD COMPANY

G. LE ROY, N.Y.

April 8, 1921

H. D. Cushing, Adv. Mgr.,
The American Legion Weekly,
627 West 43rd St.,
New York City.

Dear Mr. Cushing:

We are just a little indignant about your organization having to coax national advertisers to use the American Legion Weekly.

We confess that we bought our first two pages as an expression of our good-will, but we made a year's contract subsequently because it was a plain case of good business.

We told you of our returns in the expression of interest - we had more returns of that sort from your publication than from the sum total of all our other pages in a large list of magazines. The thing that convinced our organization, however, was reports of our branch managers in the field have reported time and again that sales could be traced directly to our publicity in your Weekly. In short, the Legionnaire salesman and the Legionnaire buyer seem to be able to do business in an amazingly brief space of time?

If the American Legion Weekly can produce results for a maker of a jelly powder, what can be said against it by the manufacturers of a thousand and one other lines of merchandise.

With the good wishes of our organization,

we are

Yours very truly,

THE GENESEE PURE FOOD COMPANY

F. L. LaSorcery
Advertising Department.



The Great National Advertisers

By Ethel E. Mannin

MACAULAY once called advertising "the great motive power" of business, and it is more than ever that to-day. The stronger competition becomes the more essential it is to advertise—and advertise strongly. In these days when business is reaching out more extensively than ever before, the firm that does not advertise its goods and service is "dead" so far as the public and business world is concerned.

The biggest firms in all trades and industries throughout the kingdom are advertising extensively and consistently, and the fact is significant that these Great National Advertisers are turning to the pages of the "The Strand Magazine" in order to reach the most widely representative majority of the Buying Public.

The reason is not far to seek. The "Strand" is essentially a magazine of popular interest, and makes its appeal to all sections of the public. It is found in every home, hotel and club. It is read on holidays, in railway trains, in town and country, at all seasons, and by all classes of people. That means that the advertiser is able to reach the whole of the public through its pages. Furthermore, he knows that his announcement will be *read*. The vivid interest of the magazine's editorial pages extends equally to its advertising pages. It is read, *literally, from cover to cover*. Any commodity of any interest at all to the Buying Public may very readily gain popularity through the "Strand," for the simple reason that it is the popular magazine.

THE STRAND MAGAZINE

LONDON

::

ENGLAND

Two Letters That "Shot Straight"

Young Brokerage Firm in California Gained Valuable Eastern Connections on Honesty and Sincerity of Appeal

By R. K. Sewell

THE purpose of letters as used in ordinary direct-mail advertising is to sell goods. However, two young men who recently formed a partnership in a California town had quite a different purpose in using letters. Their aim was to establish connections in Eastern markets. Being brokers in fruits and vegetables and not producers, their problem was to sell not goods, but themselves.

Good Eastern connections were very important to them, but on account of the distance they couldn't spare the time to go after them in person. They were also handicapped by being new, unknown, and unrated. But they had youth, energy and ambition.

These attributes Larimer & Jorz, of Lodi, Cal., decided to capitalize in their letters to big Eastern firms. They decided to frankly admit their greenness, but to present it as an asset instead of a liability. In introducing themselves they laid claim to no pretensions but candidly set forth all the conditions under which they were starting their business. Since they intended to make honesty and sincerity their foundation rocks, they put honesty and sincerity into their letters.

The first one pulled 35 per cent in returns. It was sent to a list of 19 of the highest-rated firms in 19 representative markets. Then a second letter was mailed. The two have resulted in the establishment of relations with eight concerns of the highest class, and many of the replies have expressed encouragement and good wishes.

One long-established firm in one of the biggest cities in the country wrote back two full pages in reply to one letter, praising the spirit of the youthful partners and assuring them of support.

The first letter was as follows:

GENTLEMEN: We have to take a gambler's chance that you will not dis-

card us before we can prove ourselves.

We are going to tell you a little about our ideals and the kind of service that we are going to give you. But we shall not blame you if you feel just a bit skeptical until we do prove ourselves. For we, too, have known beautiful words to cover a host of sins.

We have grown up with the fruit and vegetable industry of California. We have had producing, packing house and cannery experience. We feel that we have had enough experience in those capacities to warrant our establishing a brokerage firm.

We are young, and, of course, fired with ambition, enthusiasm and energy.

We bring into the formation of our business no old prejudices or ancient practices. The finest of modern business ideals we are using as foundations for the house we are building.

We come to you with the cleanliness of youth and unsullied ideals. We come to you with one idea paramount—character-building service!

We stand ready to act as your agents in the purchase of fresh and dried fruits and canned fruits and vegetables. Especially are we prepared to buy for you table grapes, wine grapes, deciduous fruits and canned fruits and vegetables.

No matter what the work required of us, you can always depend on our making quality deliveries and our working with you in frankness and sincerity at all times.

This latter is the stronghold of our organization. It is the guiding spirit in all our efforts. We are building for an enduring institution, and we realize fully that our house cannot stand if we fail in beneficial service.

Where quality deliveries are the only deliveries countenanced, honesty and reliability must of necessity be ideals and working policies.

We know beyond a doubt that we can render desirable brokerage service for you.

Will you give us the chance?

Yours very truly,

LARIMER & JORZ.

After this first letter came others intended as follow-ups, but Larimer & Jorz are now skeptical about follow-ups, for the good and sufficient reason that theirs brought no returns.

"We have found that the first letter is the only one that pays," Mr. Jorz asserts. "We had prepared a series to send out, but found that if our first letter was unanswered the following ones would

be unanswered also. Now, when we have sent one letter to one firm in each city, we wait to give them time to look us up and answer before we write to another firm."

As a result of their experience with follow-ups, Larimer & Jorz got out a new letter, not to go to the same people as the first but to a different list of firms never approached before.

This letter, though the firm was confident it was better than the first, pulled only 20 per cent. This was it:

GENTLEMEN: There is no use in our trying to tell you all about the advantages that we can bring you. You are going to find out for yourselves who we are. So we tell you frankly that we want the advantages you offer.

We are young men just starting in business. Fruit and vegetable brokerage is the service we sell. We have had producing, packing house, and cannery experience here in California. We have had enough experience along those lines to see an opportunity for a brokerage service to a strictly high-class trade. We feel that you in the East are entitled to character products. And we know that producers here are only too glad to deliver such products if they are treated squarely.

We have started out on our business career with this ideal of character service. We are going to put all our youth and enthusiasm and energy into seeing the ideal through.

Lest you fear that we cannot give you a high-class service in spite of our experience in the fruit game other than brokerage, we tell you that we have friends here who have grown old in the game, and who are backing us with their knowledge and help. They feel the same as we do—that there is a real need for such a service as we wish to give.

Now this is what we want you to do. We want you to write and tell us that you will be glad to have us keep in touch with you. We are going to keep busy searching out opportunities in fruits and vegetables that will interest your trade. And of course in season your trade will want things that we can get.

We are going to put a personal element into our service that will be worth more to us than our monetary profits. For whenever we have delivered anything to you that means satisfaction we are going to feel that we have done you a real favor. And that is going to make us friends, and that in turn will make life worth while! We do not care to have any business relationship without friendship.

Will you write and tell us that you will give us the chance to prove our sincerity?

Yours very truly,
LARIMER & JORZ.

Referring to the second letter, Mr. Jorz says: "We figure that we either did not hit the right firms or else the trouble lay in the fact that it was printed. The first letter was typewritten, and even typewritten mistakes show a more personal touch than a printed form letter that is typographically perfect. The personal letter must be personal."

Most students of business letters will agree with Mr. Jorz. A communication intended to establish personal relations must be personal, and printed matter, however good it may be, is not personal. Its very appearance shows that it is general and indicates that it is for general use. However, not all will agree that the second letter was the better. It was better put together and more "business-like," it is true, but the first letter, despite its tendency to ramble and to separate paragraphs that should have been together, was the more appealing because of its very shortcomings. It sounded naive and unpretentious, which was just the effect desired. To say, for example, that "we have grown up in the fruit and vegetable industry" is a much more telling way of stating the case than merely to say: "We have had experience" in it, as the second letter does.

Says Mr. Jorz: "Business men usually (around here) are skeptical about honesty and square advertising. But you can take it from us that it pays. Most of the firms with which we are now established are going out of their way to help and advise us. All because we shoot straight."

Foreign Language Agency Has Philadelphia Branch

Johansen & Treybal, Inc., New York, foreign language newspaper representatives, have opened a branch in Philadelphia. I. B. Tolins, formerly director of foreign advertising of the *Jewish Day-Warheit*, New York, has been elected a vice-president of the company and appointed Philadelphia manager.

Joins Donath Service

Inez Casseau is now associated with The Donath Service, New York.

Apr. 21, 1921

PRINTERS' INK

139



A QUICK MARKET

Buying Power Is On the Increase In Janesville

Rock River Woolen Mills resumes normal production—an auspicious start toward normalcy.

Fourteen additional building permits issued by Building Inspector last week—building makes for prosperity in all lines.

Samson Tractor Company's recent Power Farming Demonstration attended by over 5,000 interested farmers, many of whom bought Power Farming Implements for cash—there is money here.

T. O. Howe, President of the Rock River Cotton Company quoted, saying, "Sales and business much better than we expected. We are selling what we produce and each week brings more orders and additional contracts"—more prosperity for Janesville.

Investment Houses, through their local representatives, report increased sales of their securities to Rock County people—money to invest as well as to spend.

The Golden Eagle, a large department store, received the largest single express shipment of merchandise ever delivered in Janesville—they know the market is here.

Gazette Service embraces every co-operation Advertising or Sales Managers may need. We have completed a survey and analysis for a nationally known Manufacturer which resulted in some unusually valuable information which he is now acting upon profitably. Can we aid you?

The Janesville Wisconsin market is worth your attention right now.

THE JANESVILLE DAILY GAZETTE

"An Unusual Newspaper"

"Member of Wisconsin Daily League"

M. C. WATSON,
Eastern Representative,
286 Fifth Ave., New York City.

A. W. ALLEN,
Western Representative,
1336 Peoples Gas Bldg., Chicago.

W. J. Raybold Heads Paper and Pulp Association

At the annual convention of the American Paper and Pulp Association, held at New York last week, W. J. Raybold, of the B. D. Rising Company, Housatonic, Mass., was elected president. Other officers elected at this convention are:

Eastern vice-president, Henry W. Stokes, York Haven Paper Company, Philadelphia, and Western vice-president, Arthur L. Pratt, King Paper Company, Kalamazoo, Mich.; executive committee at large, Colonel W. E. Haskell, International Paper Company, New York; Louis Block, Crown-Willamette Paper Company, San Francisco; W. R. Shafer, New Haven Pulp Board Company, New Haven, Conn.

Men prominent in the paper industry discussed conditions in every group of industry represented in the association. These discussions were of short duration, being generally confined to ten minutes. They afforded an effective cross section of conditions in the industry.

Petroleum Company Reorganizes

The Petroleum Publishing Company, of Chicago, publisher of *Petroleum*, has reorganized with G. W. Sutton as president and treasurer, and J. M. Thune as vice-president and secretary. Mr. Sutton has been general manager of the company for some time and Mr. Thune, advertising manager. L. F. Ross, former president of the company, has retired from active connection, but retains a portion of the stock.

Meeting of New York "Ad-Men's" Post

The New York "Ad-Men's" Post, of the American Legion, will hold its first official social event, a dance, at the New York Advertising Club on the evening of April 30.

At the meeting of this Post, on April 13, H. B. Le Quatte, of Street & Finey, Inc., made an address on "Taking the Guess Out of Advertising."

Philip A. Fuss Joins Livermore & Knight

Philip A. Fuss, formerly assistant advertising manager of the *National Sportsman*, Boston, has become associated with Livermore & Knight, Providence, R. I. Mr. Fuss was formerly sales and advertising manager of the Clark Harp Co., Syracuse, N. Y.

Van Guten Joins Dunham

H. R. Van Guten, for several years associated with the Northern Trust Company, of Chicago, has been added to the staff of the John H. Dunham Company, advertising agency of that city.

Benjamin Akin with Hulscher-Rothenburg

Benjamin Akin, recently advertising manager of the circulation sales department of the International Magazine Company, New York, is now associated with Hulscher-Rothenburg, Inc., advertising agency of that city, as vice-president.

Mr. Akin was for a number of years sales and advertising manager of Huyler's, confectioners, New York, and also occupied a similar position with the Hessig-Ellis Drug Company, of Memphis, Tenn.

J. E. Ford Dead

J. E. Ford, director of advertising of the *American Fruit Grower*, Chicago, died on April 14. Mr. Ford was forty-one years old. For some fourteen years he was in the service of Lord & Thomas. This was followed by a few years with *Hearst's Magazine*, now *Hearst's International*, and *Cosmopolitan*. At the time the *American Fruit Grower* began publication in Chicago he joined it as a stockholder and as director of advertising.

Legislature Earns a Credit Mark

The New York Legislature last week passed the Pitcher-Betts bill, abolishing the publication of the session laws as State advertising. As Governor Miller had previously called for the enactment of the measure, it appears to be certain that he will sign it. As finally passed the original bill was amended so that the law will not become effective during 1921.

Allured Starts Candy Paper

Earl R. Allured has completed plans for starting a new business publication in Chicago to be known as *The Candy Manufacturer*. The first issue will appear in June. Mr. Allured was formerly advertising manager of *Candy & Ice Cream* and later was with *Confectionery Merchandising*, of Chicago.

New Accounts with San Francisco Agency

The advertising for the Golden Pheasant, wholesale candy department, San Francisco, is now being handled by Jules B. Sloss, San Francisco. This agency is also handling the advertising for the Envelope Corporation, San Francisco.

Drug Exposition at Atlanta, Ga.

A national drug and sundries exposition will be held at Atlanta, Ga., July 4 to 9. The exposition will be held in the Atlanta Auditorium-Armory, and is under the management of James A. Metcalf, secretary and manager.



Some Basic Principles Underlying Successful Advertising To Architects

The language of the architect is design and plan. Balance is a fundamental principle. He is hypersensitive about the inartistic. He resents being *told* things. It is his prerogative to *deduce* them.

Products should, therefore, be *presented to*, not *thrust at* him. Claims, *per se*, get nowhere. Proofs based on proven results make progress. The word "specify" said in the commandatory tone is a flagrant offense. Absolutely unforgivable.

Tabloid, helpful fact hints, are appreciated at their par value. The draughtsman of today is the architect of tomorrow. Consider him in your message. He it is who reads the advertisements most carefully. His the habit of cut-out-and-file-away.

If you expect immediate direct returns, you will be disappointed. The draughtsman has to become the architect. The architect has to become convinced. Convincement is a matter of *time*—not of how many pages you use. We have been successful in business building with architects, through advertising. For 16 years we have been doing this kind of business building.

TUTHILL ADVERTISING AGENCY

L. W. C. Tuthill, *President*
1133 BROADWAY
NEW YORK

The Times - Star Leader Margins That Have

Most space buyers and advertising managers know the supreme position of the Times-Star over all other mediums, Daily or Sunday, in this territory, either in Cincinnati or within the trading radius—but all space buyers want to have the story fresh in their minds. These figures are for your consumption and information—display lineage only is given. We do not lump classified with display, but we do include the Sunday figures of the morning papers and still lead the field by a gigantic total.

JANUARY—1921			
	Local	National	Total
	Lines	Lines	Lines
Times-Star	693,742	117,530	811,272
Post	515,998	84,630	600,628
Times-Star			
Excess ...	177,744	32,900	210,644
Enquirer			
Daily ...	213,395	35,679	
Sundays.	344,050	47,236	
	557,445	82,615	640,360
Times-Star			
Excess ...	136,297	34,615	170,912
Commercial Tribune			
Daily ...	180,901	20,258	
Sundays.	105,518	5,495	
	286,419	25,753	312,172
Times-Star			
Excess ...	407,323	91,777	499,100

FEBRUARY—1921			
	Local	National	Total
	Lines	Lines	Lines
Times-Star	617,960	134,820	752,780
Post	410,452	111,636	522,088
Times-Star			
Excess	207,508	23,184	230,692
Enquirer			
Daily	167,398	50,218	
Sundays.	249,949	52,339	
	417,347	102,557	519,901
Times-Star			
Excess	200,613	32,263	232,876
Commercial Tribune			
Daily	134,778	28,042	
Sundays.	72,165	4,480	
	206,943	32,522	239,465
Times-Star			
Excess	411,017	102,298	513,315

MARCH—1921		
Local	National	Total
Lines	Lines	Lines
Times-Star 819,364	194,677	1,014,041
Post 496,363	145,131	641,494
 Times-Star		
Excess ... 323,001	49,546	372,547
Enquirer—		
Daily... 220,752	66,265	
Sundays 263,753	70,588	
 Times-Star 484,505	136,853	621,358
Excess ... 334,859	57,824	392,683
Commercial Tribune—		
Daily... 152,873	26,886	
Sunday. 76,390	8,988	
228,263	35,874	263,837
 Times-Star		
Excess ... 591,101	159,103	750,204

The Marked Leadership Which the Times-Star has Maintained Continuously So Many Years is a Clear Indication of the Character and Responsiveness of Its Tremendous HOME Circulation.

THE TIMES-STAR IS THE ONLY R

Lead in Cincinnati by Larger Share Never Before!

THE SCORE FOR THE FIRST THREE
MONTHS OF 1921 AS COM-
PARED WITH 1920

TIMES-STAR

Total Lines 1921	Total Lines 1920	GAIN	LOSS
2,578,093	2,308,308	269,785	

Post - 1,764,210	1,827,448	63,238
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Enquirer 1,781,622	2,036,452	254,830
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Commercial Tribune 815,474	831,207	15,733
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During January, February and March the Times-Star printed 813,883 lines more than the Post—796,471 lines more than the Enquirer (Daily and Sunday)—1,762,619 lines more than the Commercial Tribune. The excess of the Times-Star in these three months is nearly 200,000 lines more than the next newspaper printed during the month of March. The decided increase over 1920 as compared with the losses of all the other papers is particularly significant at this time when there is a general tendency to consider more than ever the productiveness of advertising mediums.

L. B. C. PAPER IN CINCINNATI



Your Goods Are Sold In This Street

HERE occurs the selling drama in which the attitudes and actions of two people, dealer and consumer, settle *your* profit.

You may be influencing the attitude of the consumer through your national advertising. But are you influencing the *action* of that other actor in the drama, the dealer, through proper dealer education and dealer identification?

A printed circular sent monthly to your dealers or other distributors will teach them the basic principles of selling your product, as well as *stimulate* them to sell.

The plan of action we are ready to suggest is backed by records of tangible results.

Bert L. White Company

Originators and Producers of
"Dramatized Sales Helps"
(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

Apr. 21, 1921

Substitution That Should Be Fought

Deliberate Substitution by Wholesale Grocers Turns Such Distributors into Competitors of Manufacturers—One of the Practices That Is Hurting the Wholesale Distributors' Cause

COLUMBIA CHEMICAL WORKS

NEW YORK, N. Y., Apr. 12, 1921.

Editor of PRINTERS' INK:

Recently we have had quite a number of complaints from retail merchants, who advise us that in placing orders with the jobber for "C. C. Parsons' Household Ammonia," that the jobber send his own private brand or some other brand of ammonia. It occurs to the writer that at this time when the wholesale grocery business is being thoroughly analyzed and special meetings are being held by the jobbers to discuss their position, that it would be well to bring to their attention this very important matter. It is just such treatment as this that causes many manufacturers to slip the bridle and in self-defense sell to some of the retailers direct. Of course this is not a new story, but it is one in which all manufacturers are vitally interested.

If you can furnish us with any data on this subject, we will greatly appreciate it.

COLUMBIA CHEMICAL WORKS,

LESTER W. MITCHELL,
Sales Manager.

MR. MITCHELL tells the whole story in his letter. There is little to add to his statement. Most sales managers could relate similar incidents by the hour.

As long as wholesalers continue in the private brand business, they are going to give their first attention to their own brands and only secondary attention to the competing brands of manufacturers. We have often said and here repeat that wholesalers of that ilk are the manufacturer's competitors and not his distributors.

Of course the attitude of such a jobber is short-sighted. As Mr. Mitchell well points out, it is hurting the wholesale cause in general. We believe that the wholesale associations recognize this, and are doing what they can to curb the abuse. Wherever flagrant and unjustified cases of substitution occur, the facts should be presented to the associations. If all such

complaints are systematically filed, the condition is bound to be remedied in time.

We have often wished that the substituting wholesaler would learn a lesson from some of the more progressive chains. The Owl Drug Company, for illustration, has many brands of its own that it is anxious to sell. Its salesmen, however, are carefully instructed always to deliver the article the customer asks for, before he is allowed to mention the company's own brand. If, for instance, Prophylactic tooth brushes are handled, and a customer asks for one, it is handed over to her and that sale is completed. The salesman is then at liberty to recommend the Owl brand of tooth paste or mouth wash or anything else that may seem desirable. There can be no objection to this method of handling the sale. If the method is strictly adhered to, there is really no attempt to substitute.

In considering this whole question, we must not lose sight of the fact that it is only natural for a man to try to sell what he has when he is not able to sell what is asked for. This is a primal law of trade, and we do not believe that it can ever be prevented. The practice is open to criticism only when it is carried on in an insinuating and underhanded way. If the merchant or wholesaler or whoever it is, would be straightforward in his attempt to substitute, little fault could be found with him. Supposing, for example, he put it this way: "I am sorry I do not handle the 'X' brand. I think Jones & Brothers, down the street, carry it. If you care to wait, I can probably pick up the quantity you wish. But if you are not dead set on getting 'X' brand, perhaps you would like to try 'O' brand at the same price. We have it in stock all the time and can make immediate delivery."

Where the substitution is put on that basis, it is not so pernicious as where another brand is substituted by forced methods or without even consulting the wishes of the buyer. Every trade factor should unite to stamp out that kind of substitution.—[Ed. PRINTERS' INK.]

Production and the Advertising Outlook

Lessons to Be Learned by American Advertisers from Events Now Transpiring in Europe

"**N**O discussion of business conditions as they exist in this country to-day," said Irving T. Bush, president of the Bush Terminal Company, who has just returned from Europe, "is of value to anybody, as I see it, unless it starts from a consideration of fundamental economic principles."

Every American advertiser is looking for light on to-morrow's turn of events. Is it time to defer action, or time to go ahead? Are our economic conditions favorable for a return of prosperity, and if so, what can the advertiser do to throw the weight of his influence on the right side?

According to Mr. Bush, who has had an opportunity during the last few months to observe at close range industrial conditions in England, Germany and France, it all goes back with greater force and directness than ever before to the individual of the community.

"If you and I refuse to work full time we will be unable to produce as much goods, or put as much labor on them in the course of manufacture, as would be the case if we worked full time," he said.

"Look at the present situation in England, where the trade unions are such an important factor in the labor situation, and where a bricklayer, for example, may only lay a limited number of bricks per day—a number that may be but 50 per cent of his normal capacity. When the unions are able to control production in a similar manner throughout all branches of industry, in the belief that such action provides employment for more people, what must be the inevitable result? Decreased production, of course, and greater cost of manufacture.

"Apply that same rule throughout the agricultural and manufacturing activities of this coun-

try and you bring about the same result.

"Economic conditions in the United States and the three countries I have mentioned are not alike in any degree. They differ in all four countries. It is not merely a question of a nation possessing its own natural resources. I have heard the statement many times repeated that countries like Siberia and Brazil are perhaps richer in natural resources than the United States. It is organization and efficiency that make the difference.

WE HAVE MADE THE MOST RAPID PROGRESS

"This country has suffered less internally than any of the other countries that engaged in the great war. After the United States, England made the most rapid progress in a return to stabilized conditions, and because of the fact that Lloyd George is the only remaining member of the Big Four now in power the British Government presents an outward appearance of greater strength than do the governments of France and Germany.

"Whether the conditions in England are as good as they appear will be revealed more clearly within a very short time. If a labor government is to succeed the present one, and there are plenty of signs that point that way, there will most certainly be days of turmoil and uncertainty ahead. How this will affect business conditions in the United Kingdom is something no one can foresee.

"The conditions in France are vastly different. The French Government presents an appearance of instability and has for a long while. But behind that appearance is a thrifty and frugal population the individuals of which have been quietly dropping mite after mite into that 'French sock

A JOB WELL DONE

THE work of welding The Sun and The New York Herald into a single entity (now The New York Herald) has been completed. It stands out as the most successful amalgamation of newspapers in the history of journalism.

Advertising space in The New York Herald has been sold on the basis of 200,000 circulation. The Post Office Statement of April 1st, 1921, shows net paid circulation of 202,088—more than the combined net paid circulation of the two papers when amalgamated.

On contract, the present general advertising rate in The Herald averages about 40% less than the combined rate of the two papers when amalgamated.

Since the amalgamation, The New York Herald has carried more Display advertising than any other New York Morning Newspaper, with one exception.

THE NEW YORK HERALD

Telephone Directories cover EVERY market

THROUGH our local telephone directories you can cover any trading center in New York State and Northern New Jersey and cover it completely and at small cost.

Telephone Directory advertising is so profitable that four out of every five who use it renew their space issue after issue.

Our representative will be glad to show you how telephone directory advertising can fit into your merchandising plans.

The next issues go to press *soon*.
Call Vanderbilt Official 60.

New York Telephone Company
P.W. ELDRIDGE, Jr., Sales Manager Directory Advtg.
1261 Broadway at 31st Street, New York

with no hole in the toe,' and notwithstanding general opinion in this country to the contrary, the French people, not the Government, understand, are in far better shape than they are thought to be.

"As for Germany—Germany is at work and is coming back commercially and industrially stronger every month. German competition in England is no myth, as England knows.

"Coming over on the boat, I met a man who gave me one example of it. This man had recently had an experience in England that concerned the purchase of a very large quantity of telephone connecting cords. His company received estimates for manufacturing them from a number of English firms and a German firm. The German price was far below the English cost of manufacture, and the materials of which the cord was constructed, all made in Germany, were as good in all respects as the material of which the cords had always been made.

"Of other conditions in Germany it will not be necessary to speak. They are more or less familiar to all.

"The United States differs from most European countries in its relation to world markets in that it is largely self-contained—it produces most of its own raw materials and has a home market large enough to consume what it makes and grows. It is only when it produces more than the home market wants that it becomes necessary to seek foreign markets. I have been informed that in England the market for automobiles is something like one for every three hundred of the population. Our potential market has been variously placed at anywhere between one for every five and one for every ten.

"Coming back to America after a contemplation of conditions abroad, I find a situation here full of promise and encouragement. The war and the period immediately following it have thrown us off our balance. The demands for American-made goods have

naturally fallen off as European countries have returned to a peace basis. The problem before us is to locate once more the principles of organization and efficiency and apply them to the supplying of our own markets through better production, better distribution, better merchandising, better buying, better selling and better advertising.

"It occurs to me that greater individual production is the thing to be aimed at first. Without it costs mount, buying power declines and credit freezes. There may be changes necessary in methods of manufacture and distribution owing to increased cost of transportation. Certainly there is much to be done in carrying to further development the methods of retail merchandising by means of which the chain store has increased the opportunities for buying more frequently. The salesman who goes out to sell must sell more effectively and more constructively. The sale must be sold to resell.

"And, finally, advertising must join hands with the salesman and sell, and sell, and sell."

New Accounts with Fred Millis, Inc.

The Fred Millis, Inc., Advertising Agency, Indianapolis, Ind., has added the following accounts:

Deschler Cigar Co., Indianapolis; Indiana and Illinois newspaper, outdoor and agricultural paper advertising; Indiana Base Ball Clubs, and the Modern Appliance Co., Indiana and Illinois newspapers.

New Accounts with J. W. Gannon

The advertising accounts of the Atlas Clothing Co., manufacturer of "Wear-test" boys' clothing, New York, and the Cornell Utilities Co., Inc., New York, Eastern distributors for "Nokol" automatic oil heating systems, are now being handled by J. W. Gannon, Inc., New York.

Saxon China Account with Cleveland Agency

The advertising account of The Saxon China Company, manufacturing potters, of Sebring, O., is now being handled by The Schulte-Tiffany Co., Cleveland.

When Advertising Can Legitimatize Big Profits

Procter & Gamble, in Business Paper Campaign, Tell Retailers Some Important Things About Turnover—Doing a Service for Retailers and for Advertising by Such Publicity

THE power of advertised goods to increase retailers' profits is strongly set forth in a business paper campaign now being run by the Procter & Gamble Distributing Company, of Cincinnati—the company organized to distribute Procter & Gamble soap after that concern had broken away from the jobber.

The advertising contains figures showing the grocer how an investment of eight dollars in a box of soap turned twelve times during the year can yield a yearly gross profit of 300 per cent on the original investment, the soap being sold for \$10. If the grocer sold only three boxes during the year he would make a yearly gross profit of six dollars, or only 75 per cent on the investment.

The company makes the interesting and entirely proper point that big profits are absolutely legitimate when they are brought about through the medium of turnover.

A profit of two dollars on an individual box of soap is a small matter. But when ten or twelve boxes can be sold during the year a profit of two dollars per box becomes large if—and the IF should be expressed in capital letters—the investment is kept at the original eight dollars.

The Procter & Gamble people are doing a real service for retailers in giving wide publicity right now to the huge advantages that can come through quick turnover.

It is a fact that a great number of retailers, modern in many respects, do not realize what turnover is nor know how to get it.

Comparatively few know that if they would double their invest-

ment in the soap spoken of in the advertisement—or carry a stock of two boxes rather than one—they would cut in half their yearly gross profit on their original investment.

It is bold merchandising that encourages a retailer to buy only one box of soap at a time when he would buy perhaps two or three. If he bought on the latter basis he would use just as much of Procter & Gamble soap during the year as by buying a box at a time. Procter & Gamble would make just as much money, but the retailer wouldn't.

Examples of the power of turnover like that mentioned in the latest Procter & Gamble presentation—the turnover that is made possible for the retailer only by the power of general advertising—will do more than any amount of clever argument, written or spoken, designed to sell the retailer on the advantages of advertised goods.

Changes in Staff of Penton Publishing Co.

Several changes have recently been made in the staff of The Penton Publishing Company, Cleveland, publisher of *The Iron Trade Review*, *Abrasive Industry*, *Daily Metal Trade*, *Power Boating*, *The Foundry*, and *Marine Review*. Among these changes are the following:

E. W. Kreutzberg, formerly of the editorial and business departments of this company at Cleveland, has been appointed Western representative of *Marine Review* and *Power Boating*.

John G. Robinson, who formerly was publicity manager, Eastern sales and service branch at Buffalo, Hall-Scott Motor Car Co. has been made associate editor of *Power Boating*.

A. L. MacBain, formerly of the Cleveland Press, B. G. Whipple, formerly of the Cleveland *Plain Dealer*, and F. F. McMichael, formerly of the MacLean Publishing Co., Toronto, Ont., have joined the copy and art service department at Cleveland.

Seattle Fish Company Increases Distribution

The Bering Sea Fisheries Company, of Seattle, Wash., has opened a branch office at Minneapolis to handle the distribution of "Icy Waters" brand codfish in Minnesota, Wisconsin, North and South Dakota and Iowa. Newspaper advertising will be used as distribution in the various cities is secured. Advertising is placed direct.



OVER THE FENCE

new fields—the richest the world has ever known—await your harvesting. Cultivate them properly.

You can afford to invade these fields with an army of tireless salesmen who will put across your message at every street corner, in every town—salesmen who will serve you for years for nothing but their initial cost—salesmen with a backbone of steel—"Ing-Rich" Signs of beautiful, enduring porcelain.

The above salesman is a giant eight feet high and four feet wide—in sixteen colors. YOUR salesman can be made in any size, shape or color scheme you wish. We'll be glad to send you a picture of him without obligation. Ask us.

INGRAM-RICHARDSON MANUFACTURING CO.

College Hill

Beaver Falls, Pa.

Sole Manufacturers of

ING-RICH
 PORCELAIN ENAMELED IRON
SIGNS
*Fadeless Publicity in
 Everlasting Porcelain*



What is Your Puzzling Problem?

ARE you getting whole-hearted co-operation from the retailer and the jobber? Would you like to know how to teach the dealer to sell your line more intelligently; how to liven up "dead" dealers; how to gain a more perfect dealer distribution by mail?

Would you like to know something of the problems we have met, the experience we have gained, in turning inquiries into orders; in creating a demand for a new article; in maintaining a year-round demand for a once-seasonal product?

May we tell you how we have aided manufacturers in meeting cut-price, coupon and free-deal advertising; how we have reduced the number of

"turn-backs" on sent-on approval merchandise; how we are making the present-day advertising of our clients insure *tomorrow's* demand?

We have solved these and dozens of other perplexing situations for our clients. For solving mail advertising problems is our business. We get right down to the tip-end of the root of the matter and find out what's wrong. And then we make it right!

We do not guess. We do not theorize. Every recommendation is based upon keen, practical merchandising experience. We know our business. Which means that we know a good deal about *your* business.

At any rate, a frank, friendly discussion places you under no obligation, and involves no cost.

Will you write us today?

THE DIRECT ADVERTISING CORPORATION

*W. E. Henkel, Chairman of the Board.
Burton Bigelow, President. Maxwell Droke, Vice-President.
A. J. Randall, Secretary. B. G. Saltzgaber, Treasurer.*

539B NORTH CAPITOL AVENUE, INDIANAPOLIS, INDIANA

Westclox Advertising Family Has New Member

Pocket Ben Steps into Advantages of Relatives' Publicity

A LITTLE stranger has come to town—Pocket Ben. He is a member of the well-known Westclox family of La Salle, Ill. This is nothing new to the Westclox people, inasmuch as Pocket Ben is six years old. But he was not given public use of his family name until a few weeks ago, when he was advertised in company with his elder brother, Big Ben.

Pocket Ben, the Westclox people tell *PRINTERS' INK*, made good at the beginning and was fully entitled to be publicly recognized as a member of the family. But until the first of the present year the low-priced watch market practically took care of itself. No effort had to be made by the Western Clock Company to dispose of its output. In fact, the demand for Pocket Ben automatically grew to an extent that made the company strive to enlarge its production.

All of this was a real problem. It takes time to train a watch workman and the Westclox standard had to be maintained.

Several years ago the Western Clock Company adopted the idea of advertising its products as a family rather than as individuals. The alarm clock known as Big Ben attained a great amount of prestige which the company decided might just as well be capitalized upon for the purpose of selling other articles also. From that time on Big Ben was advertised as a part of the Westclox family, and this in time built up a condition of advertising goodwill which in a measure would automatically extend to any new Westclox product that might be brought out.

This has proved to be the case with Pocket Ben. The name Westclox has become so well known as standing for certain qualities in time pieces that any addition to the line is very largely

"made" in an advertising way from the moment of its admission to the family.

"We secured our opportunity to give Pocket Ben the advantages of this family advertising somewhat earlier than we anticipated," said W. S. Ashby, advertising manager of the Western Clock Company. "If market and other conditions kept up as they were last year it is hard to tell when we might have been able to advertise this watch with other members of the family. But the point is we have been adding to the reputation of the general Westclox line by the consistent use of advertising and thus the way was prepared for bringing out the watch whenever we felt conditions were right. The same thing could hold good, of course, if we wanted to extend our line still farther."

The strength of the family trade-mark, "Westclox," lies in the fact that it is really a grade mark. The success of Pocket Ben before it was advertised is eloquent testimony to the selling force of the family trade-mark, grade-mark, or whatever you want to call it. Its right to bear the same family name as that of Big Ben and other items in the line gave it at once an advertising standing that would come under ordinary conditions only by long-continued effort.

CAPITALIZING BIG BEN'S REPUTATION

In the first national advertisement introducing Pocket Ben its relationship to Big Ben—the head of the family—is cleverly brought out. There is a large illustration of Big Ben, although no direct reference is made to the larger clock. The inference is, of course, that Big Ben is the backbone of Pocket Ben's success—which is exactly the case.

The family idea is working out so well in the case of Pocket Ben

that the company has really a bigger asset than it can realize upon to the limit.

"Unfortunately from an advertising standpoint," said Mr. Ashby, "we are unable to make prompt deliveries of the rest of our line. We say unfortunately in that we cannot get window circulation nor can we offer the complete line to any new dealers.

"Our efforts now are being made to stock all dealers who carry Pocket Ben. When this is done in an adequate way we shall turn our attention to new outlets."

Mid-Western Shoe Companies Separate

The Nunn, Bush & Weldon Shoe Co., Milwaukee, and The Menzies Shoe Co. will be separated and the latter company moved to Fond du Lac, Wis.

S. D. Nichols and Geo. P. Utley, together with some other connections, have purchased a large interest and will take over the management of The Menzies Shoe Co. Mr. Nichols has been in the shoe business for fifteen years, having been with the Brown Shoe Co. and The Florsheim Shoe Co. before coming with the Nunn, Bush & Weldon Shoe Co. Mr. Utley was connected with the McElwain Shoe Co. as traveling salesman and assisted in the management of the Chicago sales office.

Mr. Nichols will be president and treasurer, and Mr. Utley will be vice-president and secretary.

The Menzies company's Menz "Ease" shoes have been made in Fond du Lac for over a year and have been sent to Milwaukee for distribution. It is expected that by May 1 the divorcing of the two companies will be complete and then the shoes will be shipped from Fond du Lac direct to customers.

The Menzies company informs PRINTERS' INK that its advertising plans have not yet been completed.

Youngstown, O., Club Reorganized

The Youngstown, O., Advertising Club, has been reorganized and has affiliated with the Associated Advertising Clubs of the World. Frank Herrick, advertising manager of the George L. Fordyce Co., has been made president. Paul H. Bolton, vice-president of Bolton, Meek and Wearster, advertising agency, is secretary and treasurer.

Joins McConnell & Fergusson

Charles J. Bell, formerly with the MacLean Publications, Toronto, has joined McConnell & Fergusson, advertising agency, and is now with the head office of this firm at London, Ont.

Rochester Protects Investors

The Rochester Ad Club is directing the publicity in a month's drive against the operations of unscrupulous stock promoters. Other organizations allied with the club in its endeavor are the Chamber of Commerce, Rotary Club, Kiwanis Club, Credit Men's Association, Optimists Club, Business Women's Club, Y. M. C. A., Knights of Columbus and the Rochester banks.

Display and classified advertising in the newspapers, car cards, posters, motion-picture trailers, circulars and other kinds of advertising are being used and a band of speakers is giving talks in factories.

The work is being carried on under the name of the Investors Protective Committee, each organization being represented by an accredited representative. Ernest A. Paviour, president of the Ad Club, laid out the plan of publicity.

F. A. Ames Account with Indianapolis Agency

The F. A. Ames Company, of Owensboro, Ky., has placed its advertising account in the hands of the Field Advertising Service of Indianapolis. The F. A. Ames Company builds special passenger bodies for Ford cars, and truck units for all makes of gasoline cars, in addition to its business of buggy manufacturing. Separate advertising campaigns for all three branches of the business have already been started in trade, national and agricultural publications.

"L'Evenement" Appoints Walter J. Healy

Walter J. Healy, recently sales manager of the Gazette Printing Co. Ltd., Montreal, has been appointed advertising director of *L'Evenement*, Quebec, and *Le Nouvelliste*. The foreign advertising office of both papers will be located in Montreal.

In addition to handling the general advertising of these two newspapers, Mr. Healy will also direct the activities of the W. J. Healy Marketing Service.

Husband & Thomas Agency Adds Three Accounts

The Kaestner & Hecht Company, Chicago, electric elevators, Mitchell Lime Company, Mitchell, Ind., and Keith-Landis Corporation, Chicago, electric clocks, have placed their advertising accounts with the Husband & Thomas Company, Chicago.

Leaves Rochester Agency for Franklin Automobile Co.

Jack Knabb, for the past year with the H. C. Goodwin advertising agency, Rochester, has joined the advertising staff of the Franklin Automobile Company, Syracuse, N. Y.



*Another
catalog
bound in
INTERLAKEN*

Printed and bound by the Read-Taylor Co.
of Baltimore, Md.

"Himmel Modern Store Equipment," the exceptionally well-prepared catalog of M. L. Himmel and Son of Baltimore, is bound in INTERLAKEN Book Cloth. This catalog presents a complete line of store furniture that has been designed to meet the exacting requirements of better merchandising. Just how thoroughly M. L. Himmel and Son understand those requirements is expressed by their choice of the most effective material for catalog binding—
INTERLAKEN.

 If the text matter of your booklet or catalog could be strengthened materially in selling value, you would improve it without hesitating. Why not take a similar attitude toward its binding?

The economy and selling influence of bindings made from INTERLAKEN Book Cloth are explained fully in our cloth-bound booklet, "Getting Your Booklet Across." A copy is yours for the asking.

INTERLAKEN MILLS, Providence, R. I.

Interlaken
Book Cloth *The
standard
since 1885*

HOME CIRCULATION

Here's a "close-up" on the quick-acting, result-getting circulation of Dayton and Springfield papers—the circulation in the HOMES of Dayton and Springfield—the service that is first considered when you buy space. Computations are made from last A. B. C. Audits:

DAYTON DAILY NEWS

Leads other evening paper..... 36%

DAYTON DAILY NEWS

Leads morning paper..... 53%

DAYTON SUNDAY NEWS

Leads other Sunday paper..... 9%

SPRINGFIELD DAILY NEWS

Leads morning paper..... 44%

SPRINGFIELD SUNDAY NEWS

Leads other Sunday paper..... 36%

When you buy space in the News League papers, this is service you receive that no other Dayton or Springfield paper can give you.

News League of Ohio

Principal Office, Dayton, Ohio

New York: I. A. KLEIN, Metropolitan Tower.

Chicago: JOHN GLASS, Peoples Gas Building.

What Books Should an Advertising Man Read?

It Depends on the Kind of Books He Likes—A Brief List That May Be Cited as Examples of Good Style in Their Various Departments

THE HALLIDAY COMPANY, LIMITED
HAMILTON, CANADA, April, 1921.

Editor of Printers' Ink:

I am a subscriber to your magazines, both weekly and monthly.

What authors would you advise an adman to read who has good natural ability but is rather deficient in English, and whose style needs to be rounded off?

Any suggestions you may make will be very thankfully received.

H. C. NUNN.

IN suggesting a course of reading for the purpose described, a great deal depends upon the tastes and inclinations of the individual who is going to swallow the prescription. For it is hard to imagine any more dispiriting drudgery than wading through page after page of absolutely irreproachable English which is at the same time utterly uninteresting. Drudgery of this sort may be good for the soul, and it doubtless has its place in the process of becoming well-informed, but it is not of the slightest value, in our opinion, to the development of clarity and facility of style.

For style is not a product of nouns and pronouns, of rules of grammar and precepts of rhetoric. It is not gained by a conscious effort of the intellect, but by the development of what a musician would call "a good ear." A good style depends primarily upon the ability to *feel* the difference between clearness and opacity, clumsiness and grace, strength and weakness. And since this is so largely a matter of the sensibilities and emotions, the first requirement in reading for style is an illuminating interest in the subject. There is no inspiration in the uninteresting, no matter how strong one's sense of duty may happen to be.

Therefore the authors which an adman should read in order to improve his style will vary according to what he happens to like or dislike. We know of a man who

keeps handy a volume of Gibbon's "Decline and Fall of the Roman Empire" as a stimulant for a jaded style, but we wouldn't recommend it to one who has no special taste for the slow drama of history. One of the most successful advertising managers in this country reads Thomas à Kempis when things seem difficult. As between Gibbon or Thomas à Kempis, and the short stories of O. Henry there is a great gulf, but either may provide the needed spur.

With the above proviso, and with the further warning that personal taste must govern in making recommendations as well as in taking them, we may venture a few specific suggestions.

The Bible in the Authorized Version. The Book of Common Prayer. Marcus Aurelius, Thomas à Kempis.

Gibbon's "Rome," Francis Parkman's "History of France in the New World," John Fiske's "History of the United States."

Washington Irving's "Life of Oliver Goldsmith" and "Christopher Columbus." Lord Charnwood's "Abraham Lincoln."

The Essays of Ralph Waldo Emerson, Walter Pater and Robert Louis Stevenson.

Lincoln's First and Second Inaugural and Gettysburg Addresses, Edmund Burke's Speeches, Webster's Reply to Haine.

Henry D. Thoreau's "Walden," and Henry Van Dyke's "Little Rivers."

"Vanity Fair," "A Tale of Two Cities," "The Scarlet Letter."

Short Stories by Edgar Allan Poe, Rudyard Kipling and O. Henry.

For the above list we claim only one virtue: it is as elastic as you please. It is probably not the best list which can be produced, but inasmuch as no two people have ever been brought into agreement upon that subject, it will probably serve.

The books referred to are at least sturdy representatives of their several branches, and can do no possible harm to a copy writer's style. As for choosing among them it is well to remember that the man who doesn't like caviar is at liberty to let caviar alone.—[Ed. PRINTERS' INK.]

Mail-Order Field Showing Slight Recovery

AN indication of a slight turn of strength to mail-order business is revealed in the March sales figures of the more important mail-order companies. Commenting on this indication, and on the failure of chain-store systems to continue showing large increases, *The Wall Street Journal* says:

"Though still substantially less than in 1920, sales of mail-order houses in March made a much better display than in the first two months of the year. On the other hand, gross sales of the chain-store systems, while higher than in 1920, showed less increase in March than in February, though this difference was negligible."

"Recent survey of national business conditions indicated that the public is still inclined to restricted buying; also that except in the Middle Atlantic and the New England States farmers are not paying bills, owing to lack of funds. Such conditions in the rural districts are not helpful to mail-order business, yet figures show that sales in March, as compared with February, recovered about 50 per cent toward normal."

"Sears-Roebuck's sales in March were 27 per cent below the previous year, as against decreases of 50 per cent in February, 47 per cent in January and 38 per cent in December."

Montgomery Ward's gross sales in March were 38 per cent under the same month of the year previous, against 51 per cent in February, 34 per cent in January and 30 per cent in December; while the

American Wholesale Corporation reported a decrease of only 10 per cent, compared with 28 per cent in February, 34 per cent in January and 20 per cent last December.

"Continuing prosperity of the chain-store system is partly attributed, paradoxically, to extensive unemployment in the large cities. Five-and-ten-cent experts figure that men out of work buy necessities from these stores, though in more prosperous times their patronage turns to retailers of greater éclat."

"Sales of Woolworth, Kresge and United Cigar Stores have displayed continuous growth in the first three months of this year, as compared with 1920, with the single exception of Woolworth's January sales, which decreased 1.65 per cent."

"Woolworth's sales increased 9 per cent in March, 12 per cent in February and 11 per cent in December over the year previous, while similar increases of Kresge were 11 per cent in March, 17 per cent in February, 5 per cent in January and 18 per cent in December; and of United Cigar Stores, 7 per cent in March and February, 10 per cent in January and 18 per cent in December."

Oil Account with Honig-Cooper

The Associated Oil Company of California has retained the Honig-Cooper Company, San Francisco, to handle its account. An advertising campaign on lubricating oils and gasoline will be placed in the territory west of the Rocky Mountains.

J. C. Kennedy with "Ottawa Citizen"

J. C. Kennedy, formerly of the staff of *Marketing*, Toronto, is now on the service department of the *Ottawa Citizen*. Mr. Kennedy has been a member of the publicity staffs of the World Film Corporation and the Selznick organization.

Buys "Screenland"

Myron Zobel has purchased *Screenland*, Hollywood, Cal., and will become editor and publisher of the publication. Lloyd Tune continues to act as advertising manager.



What Kind of Merchandising Service Are You Willing to Pay For?

If a newspaper can do a better soliciting job for less money than your own sales force, your sales force needs a transfusion of blood.

If newspapers could save you money by so doing—they would advertise to sell goods for you, solicit free advertising for you, distribute samples for you, canvass for window displays for you and trim windows for you—AND CHARGE YOU FOR THEM IN THE ADVERTISING RATE.

If it were for the good of advertising, newspapers would do these things.

Instead of which the Newspaper Division of the Associated Advertising Clubs of the World, in conference with and upon the advice of the American Association of Advertising Agents, have agreed that it is unprofitable, unfair and altogether ill-advised to grant "requests for service that is clearly not within the province of newspapers, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc."

Write to the Associated Advertising Clubs of the World for their newly adopted Standards of Merchandising Practice, or to us, and we will send with it The World's Plan to give Merchandising Service that is for the good of the cause of advertising, that seeks to promote a permanent willingness to co-operate, rather than a mere temporary passive acquiescence in co-operation on the part of the dealer—Service that is for the majority, not for the few.

Have you seen "The New York World's Buying Centers of Greater New York"?

Advertise in Newspapers by the Year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago

Pulitzer Bldg., New York

Ford Bldg., Detroit

The Evening World

The New
Sunday Morning
Issue of
The Washington Times
Together with the existing
Sunday Evening Issue
Offers the National Advertiser

An immediate circulation
in excess of 125,000

And makes it possible for him to place his advertising message before the greatest circulation ever achieved by a Washington newspaper in the rich territory of the District of Columbia, Maryland, and the two Virginias.

Foreign Representatives:

Eastern Office:
I. A. KLEIN,
Metropolitan Tower,
New York City.

Western Office:
E. T. R. MURFEY,
503 Hearst Bldg.,
Chicago.

Advertising Methods of Customers Used as Basis of Credit Extension

Credit Office Issues Significant Instructions to Its Employees

By H. Uehlinger

Assistant Treasurer, Hilo Varnish Corp., Brooklyn, N. Y.

IT has been the good fortune of most credit offices during the past four years to be able to point to an exceedingly high volume of business, with an exceedingly small percentage of bad debt losses, and the conclusion would seem to be well justified, that the credit department has been well managed.

A little closer study of the subject, however, will not warrant a conclusion so flattering. The facts were that while business was booming, men had wherewith to pay. So long as business was ascending, collections offered no difficulty and credits no serious problem.

Like other departments, the credit office was mighty busy, but the head of the department and his assistants were able nevertheless to indulge freely in motoring, golf and other pastimes, so that the technique of credits and point of view in the credit department have suffered during the period of inflation; and we have had losses since, and are likely to have losses in ascending scale as a result. It is positively unusual, this condition of finding a corporation, though solvent, yet not liquid, with a large proportion of assets compared to liabilities, and yet unable to meet obligations. There has been an over-expansion of credit, a too liberal use of it, if you will. Credit has found its way into brick and mortar, tools and equipment, and merchandise which seems to have been purchased—now that as we look back—at a price level ridiculously high.

With many topheavy balance sheets, and business opening up, the credit office must readjust itself to meet these new conditions,

and meet them squarely and fairly until the period of readjustment is over. In that way many failures will be prevented.

We know that this is a time when it is inadvisable to force a customer to pay, and a time to lend every possible aid, especially if the customer shows in a genuinely constructive way that he is meeting the new conditions that the lapse in business necessitates.

What are the new methods or policies that the credit office adopts in these abnormal times?

These are expressed in the following instructions addressed recently by a credit manager "To all employees of the Credit Office."

NEW METHODS AND POLICIES

"In order more quickly to bring to light accounts that are falling behind in payment and to give them the benefit of preferred attention in a constructive way

"All accounts thirty days past due amounting to \$500 or more [this figure may be changed according to the business] are to be referred to the credit manager.

"Reopened accounts and new accounts due to changed business conditions throughout the world must be considered under the same category. All such accounts should receive attention in the following manner:

"Discover 'the motive of the order,' that is, why the order was tendered, was it the result of salesmanship, good-will or advertising? If convinced that the order came in the natural course of business, proceed to gather credit data as usual.

"Financial statements must reveal from your analysis whether there has been an over-investment of funds in buildings, steel and merchandise.

Reprinted by permission from *Credit Monthly*.

"Furthermore, the credit office must know definitely whether the merchandise values as they appear in the statements are taken at prices in conformity with the best practice, which is, market price if lower than cost price, cost price if cost is lower than market."

"Inasmuch as approximately every business house in the country has a largely increased overhead which includes wages, salaries, taxes, telephone, upkeep of new buildings, etc., it shall be the practice of this office from this date, before extending any considerable new credit to old customers or credit to new customers, to learn and know definitely

"Whether or not the customer has trimmed his pay roll, curtailed his overhead, and brought within reasonable bounds his entire expenditures so that his loss, if any, for the ensuing year will be minimized. Our investigators should take nothing for granted."

"Inasmuch as up-to-date credit information is valuable in determining the quality of a credit applicant, it shall be the policy hereafter

"To use more liberally the interchange bureaus throughout the country, so that instantaneous reports of customers' present indebtedness may be known." If ever up-to-date information was worth anything it is worth far more today.

"Newspapers and trade papers are filled with news items concerning the financial affairs of many of our customers. Some speak of reduced payrolls, shutting down of plants, working part time, reorganizations, extensions, receiverships, etc. The clipping department is therefore urged

"To follow more closely its work and incorporate the clippings in the commercial report folder; further

"In order that an intelligent understanding of the customers' advertising methods may be available, it is requested that advertising in the trade papers and newspapers showing the class of goods offered for sale be attached and made part of the commercial report."

"It has been the practice of this office to record on cards, folders, etc., data concerning the credit responsibility of our customers. In order to prevent any possibility of errors of judgment, it shall be the practice of the office hereafter

"To present only the original information for consideration, so that a decision may be made with that in full view; and it follows that orders are to be certified as to credit with The Commercial Report Folder, The Customer's Ledger Sheet and The Collection Correspondence; also in full view when the judgment whether to ship or not to ship is being made."

In conclusion, revision and re-consideration are the big words inscribed indelibly in the credit office to-day, and the credit manager with his assistants is working with unusual energy applying themselves to a study of the currents of commerce as they flow through the credit structure.

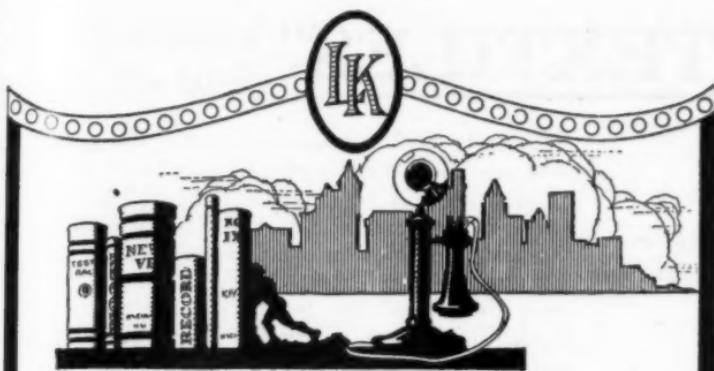
He is carrying through worthy customers and attempting to extend intelligently new credit wherever the credit investigation indicates an understanding on the part of customers that they know something of where and what their losses or profits for the ensuing year are likely to be.

Marshall Field Issues New Advertising Book

The wholesale house of Marshall Field & Company in Chicago has issued a richly printed book entitled "Chicago the Great Central Market—A Collection of Editorials and Illustrations from the 'Field Quality News,' a Monthly Publication issued by Marshall Field & Company, wholesale, to its Merchant Customers." The book is devoted largely to describing and illustrating details of the Chicago plan which is working out to bring important physical changes. It is unusual from an advertising standpoint in that only one page is devoted to direct talk about the firm itself.

R. F. Anschutz with "Oil News"

R. F. Anschutz, formerly assistant advertising manager of the Sinclair Refining Company and editor of the Sinclair house-organ, has been made head of the Chicago editorial department of *Oil News*, published by the Shaw Publishing Company, Galesburg, Ill.



OUR PRESTIGE

Springs from Two Lively Sources

Closer Knowledge of Publications

Friendship grown with editors and owners for 20 years give intimacy not duplicated elsewhere.

Actual Contact With Dealers

Dealers in many lines long knowing our record can be interested on our word that advertising is to be done in the foreign language press.

Agencies and advertisers great in America's commerce are served by us. If you, also, like distinctive, specialized service

Consider the leader of the field

LOUIS KRAM INC.

*Pioneer Business-makers for 20 years
among Foreign Speaking Millions of U.S.A.*

299 Broadway

New York City

Marshall
has is-
entitled
Market-
and Illus-
News,
by Mar-
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unusual
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"Oil

assistant
Sinclair
of the
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depart-
by the
salesburg

"TEXTILES" announces a few changes

New Management

New Type Page

Mr. Dale remains as Editor

A Word on Circulation

"Textiles" will pay the Advertiser

"TEXTILES" announces that its controlling interest has been purchased by The Haire Publishing Co., of 1170 Broadway, New York City; publishers of The Corset and Underwear Review, The Notion and Novelty Review, Dress Essentials and Trade Directories. They will give "Textiles" the benefit of their experience in bringing out a much better and stronger paper.

"TEXTILES" is improving its personal appearance by being printed on highly coated paper, and in a larger size. The type page is nine inches wide by eleven and one half inches high. This will give advertisers more adequate space for their advertisements and give opportunity for a more attractive typographical layout.

"TEXTILES'" editorial pages are under the direction of Mr. Samuel S. Dale, who retains his financial interest through the transfer. Mr. Dale, for more than twenty years editor and publisher in this field, needs no introduction to the textile field. He will concentrate on making "Textiles" of greater technical strength than ever before.

"TEXTILES" guarantees you a distribution of not less than five thousand copies. And most of these copies, like a valued text book, will be kept on file, not thrown away. Its advertising pages have, therefore, a greater than ordinary value.

"TEXTILES'" aim is to be not only the monthly technical authority of the field, but to give you a concise and complete monthly review of the trade. It will be a reference book that will pay your advertising department to carefully consider.

The Haire Publishing Co.

1170 BROADWAY

NEW YORK

Piggly Wiggly Advertises the New Purchasing Power of the Dollar

THE matter of price comparisons in advertising has been often debated, and it has been pretty generally agreed that the practice is harmful. If you advertise a suit of clothes for sale by saying it "was \$85," but "is now \$70," you arouse suspicion in the reader's mind in two particulars: first, that you were profiteering at the \$85 price, and, second, that it was only an artificial or "paper" price anyhow. Moreover, you encourage him to believe that if he will wait a while he may get the suit for \$60.

However, the Piggly Wiggly stores recently introduced a method of comparative advertising that avoided these objections. It compared, not prices in connection with specific merchandise, but the buying power of the 1920 and the 1921 dollars, which is the only comparison that means anything to the consumer anyhow. The advertisement, headed "The Tale of Two dollars," appeared in fifty cities. John C. Burch, the Piggly Wiggly advertising manager, says it received more favorable comment than anything of the kind previously attempted and that requests for copies have come from many manufacturers and railroad managers. The essential portion of it was as follows:

The dollar of March, 1920, would buy only $3\frac{3}{4}$ pounds of sugar.

The dollar of to-day will buy at Piggly Wiggly 11 1-9 pounds of sugar.

The dollar of March, 1920, would buy only six pounds of rice.

The dollar of to-day will buy at Piggly Wiggly 22 1-4 pounds of rice.

The dollar of March, 1920, would buy only $11\frac{1}{4}$ pounds of Irish potatoes.

The dollar of to-day will buy at Piggly Wiggly 44 1-3 pounds of Irish potatoes.

The dollar of March, 1920, would buy only 22 pounds of meal.

The dollar of to-day will buy at Piggly Wiggly 49 pounds of meal.

The dollar of March, 1920, would buy only $11\frac{1}{4}$ pounds hand-picked navy beans.

The dollar of to-day will buy at Piggly Wiggly 18 2-5 pounds hand-picked navy beans.

In March, 1920, 3 pounds of Canova coffee would cost \$1.55.

To-day at Piggly Wiggly 3 pounds of this same coffee will cost \$1.00.

In March, 1920, 6 pounds of Crisco sold for \$1.90.

To-day at Piggly Wiggly this same product can be bought for \$1.09.

In March, 1920, 24 pounds Highest Patent Flour sold for \$1.80.

To-day at Piggly Wiggly it can be bought for \$1.55.

In March, 1920, a dozen eggs sold from 70 cents to 75 cents a dozen.

To-day at Piggly Wiggly a dozen eggs can be bought for 36 cents.

The dollar of 1920 would not fill the market basket.

The dollar of 1921 at Piggly Wiggly will fill the market basket.

The Work of the Advertising Agencies Corporation

In speaking of the work accomplished by the Advertising Agencies Corporation, which was organized by the American Association of Advertising Agencies, James O'Shaughnessy, executive secretary of that association, at a dinner in New York celebrating the tenth anniversary of the association said: "We have worked the Advertising Agencies Corporation with a double purpose. One to serve ourselves within our own confines of operation, that is to make such an organization as would serve this great possibility of Government advertising and to save ourselves from what might appear unfair discrimination and to benefit from what might grow from it. It is to have for ourselves a business appearance before that greatest of all corporations, the greatest business organization that the world has ever seen—the United States Government.

"When we went as a unified body we have found that we have won for ourselves appreciation that advertising agencies could not have otherwise attained. We could not go there otherwise and find the response that business men give to business men and so we went as a unified body. We have to-day a standing as business men that each and every one of us can be proud of."

D. F. Praether with Magill-Weinsheimer

Donald F. Praether has resigned his connection with the Jahn & Ollier Engraving Company, of Chicago, and is now with the sales department of the Magill-Weinsheimer Company, Chicago printers.

New Accounts with Chattanooga Agency

The R. P. Wood Advertising Service of Chattanooga, Tenn., is handling the accounts of the Mascot Stove Company, Wardlaw Hosiery Mills, and Chattanooga Coffin and Casket Company.

Oakland, California
ADVERTISING PAYS HERE

CA newspaper's standing in its own home town, based on the regard with which local merchants hold it as an advertising medium, is valuable evidence for the National Advertiser to consider.

1920 advertising lineage in Oakland's three daily newspapers:

OAKLAND TRIBUNE (7 da.)	13,383,902. Increase 24%
Second Oakland Paper (6 da.)	6,224,750. Increase 10%
Third Oakland Paper (6 da.)	1,896,930. Increase 1%

The TRIBUNE
renders
excellent
merchandising
co-operation
available for
an actual or
prospective
advertiser.

FRANK

**HOSIERY
UNDERWEAR**

**Underwear & Hosiery
Review**

21 Broadway NEW YORK

Wholesale Grocers Form Educational Body

Plans for a survey of the wholesale grocery business in the U. S. and Canada were made at a meeting of wholesale grocers in Chicago, on April 13, and an organization to be known as the International Wholesale Grocers' Educational Committee was formed at that meeting to carry out these plans.

This committee, having ten members, will be financed by the wholesalers in its work of making a survey of the wholesale grocery business of the country. Its report on the survey will be submitted to every wholesaler in the United States and Canada.

This survey will be made by the Bureau of Business Research of New York University, under the direction of Dr. Lewis E. Haney, assisted by J. Frank Grimes, of the William W. Thompson Company, Chicago.

The other members of the committee are as follows: C. H. Schlapp, St. Louis, Mo.; Krenning-Schlapp Grocer Co.; B. D. Crane, Fort Smith, Ark.; Reynolds-Davis Grocery Co.; John G. Clark, Bad Axe, Mich.; Clark & McCaren Co.; T. H. Kinnear, Toronto, Ont.; T. Kinnear & Co.; A. C. Pyke, Toronto, Ont.; T. J. Bolster, Meridian, Miss.; Meridian Wholesale Co.; E. P. Schoentgen, Council Bluffs, Ia.; Groneweg & Schoentgen Co.; H. L. Humphreys, Bloomington, Ill.; J. F. Humphreys Co.; Neely Todd, Leavenworth, Kan.; Pittman-Todd Co.; H. J. Zeuch, Davenport, Ia.; Morton L. Marks Co.

New Officers of Autopoint Pencil Company

The Autopoint Pencil Company, manufacturer of automatic wood and metal pencils, has elected new officers and plans a national advertising campaign for its products. The advertising will be placed through Critchfield & Company, Chicago.

The new executives of the company are: E. W. Hough, president, formerly general manager of the W. S. Hough, Jr., Co., Providence, R. I., manufacturer of seamless precious metal tubing for pencil makers; Hugo S. Hasselquist, first vice-president and director of manufacturing, formerly with the Wahl Co., manufacturer of "Eversharp" pencils; Alfred C. Bergholl, second vice-president and director of sales, formerly general European sales manager of Advance-Rumely Mfg. Co., and Chas. A. Stevens, treasurer. Mr. Stevens is head of Stevens, Maloney & Co., Chicago, retail and wholesale stationers.

J. B. Walker with Ferry-Hanly Agency

J. B. Walker, formerly with Montgomery Ward & Company, as superintendent of catalogue preparation and in charge of newspaper and magazine advertising, has become associated with the Ferry-Hanly Advertising Co. at its Chicago office.

, 1921

Apr. 21, 1921

The current May number of Harper's Magazine which rounds out its seventy-first year breaks the record of all previous May issues in advertising revenue.

One advertiser writes:—

* * * "Harper's has never seemed more essential. Whether times are good or bad I know it is one magazine through which I can always reach a dependable market."

One of The Quality Group

Twenty thousand reprints of the article in March Harper's, by Thomas W. Lamont, on "Problems of the Incoming Administration," have proven insufficient. Only a few copies remain which will be sent on request while they last. Harper & Brothers, Franklin Square, N. Y.



IS THE NAME OF OUR
NEWSPAPER, just published
for the first time

We are confident that every sales and advertising executive who receives it will find the practical information it contains of interest to him.

You should be on our mailing list to get "HOPPING TO IT." Check the coupon on this page and we will mail the first issue to you right away.

Oh, say! By-the-way! Have you got your copies of the Mr. Sales Pup Book and the folders of Iva Hunch and Sales Jr.? If you haven't, better send for them today. You'll want to use some of these new Business Cartoon features in your next House Organ.

HOP SERVICE, Inc.

(Cartoon Department)

Wrigley Building, Chicago



HOP SERVICE, Inc. (Cartoon Dept.), Wrigley Building, Chicago.

Put us on your mailing list for "HOPPING TO IT"

Send us The new book of 84 Mr. Sales Pup Cartoons

Send us The new folder of Iva Hunch Cartoons

Send us The new folder of Sales Jr. Cartoons

Firm Name _____ Business _____

Att. of _____ | Sales Manager, H. O. Editor:
| Adv. Mgr., S. P. Mgr.

Street _____ City _____

Wrongs in Distribution Hurt Advertising

(Continued from page 8)

five ton capacity—which can be placed on a railroad flat car or truck or trolley car or chassis of auto, and which can be transferred from one to another and without difficulty and in very little time. Colonel Bonner did not contemplate coal hauling in his operation, but it applies as well to that as anything else. He gave more thought to general merchandise. He has demonstrated to the satisfaction of various persons (Mr. Spillane names Henry L. Doherty as one of the capitalists interested) that freight can be loaded in his containers in a warehouse, shipped out on auto chassis, or on trolley truck to railroad, transferred to flat car, transported to city of destination and there shifted from railroad flat car to auto chassis, trolley truck or horse-drawn vehicle and delivered to consignee without breaking bulk and without any one of the operations of shifting from one truck base to the other taking more than a few minutes or costing more than a very small sum."

The device which I saw in London contemplated detachable box car bodies, to be used interchangeably between railway trucks and automobile chassis, in addition to containers for flat car use. It must be remembered, however, that English box car bodies are small enough to be loaded onto automobile chassis, though this does not affect the principle involved.

Add to the terminal losses the tremendous loss caused by the haulage of empty cars and all of the other kinds of car idleness, and the burden of waste becomes something to ponder over. To pick a month, in July, 1920, one-third of the freight car mileage was made by cars running empty. And that probably was not far from an average.

Proof

THE PROOF of
our ability is in our
"proofs."

Next time you've a
difficult campaign to
be set up, put us on
the job. We'll let our
case rest on the result.

Telephone Fitz
Roy 2719.

Ad'v Agencies'
Service Company
Typographers

209-219 W 38 - NEW YORK

F is your
Campaign

Each arm of the
service func-
tions differently,
but all must
focus on a com-
mon objective
for success.

Associated Artists
of Philadelphia
1630 Sansom Street

write for our
Alphabet of Art



THE MOORE INSTITUTE

of

Industrial Associations

(Organized in 1918 under the direction of Mr. Arthur J. Eddy)

Maintains a complete organization, including an eminent authority on Trade Associations as legal counsel, for directing the co-operative activities of competing manufacturers along practical and safe lines.

Correspondence Confidential
References Exchanged

THE MOORE INSTITUTE

of

Industrial Associations

208 S. LASALLE ST., CHICAGO



Surely we distribute inefficiently, though we make better than anyone else in the world.

Not all of our trouble is due to railroad maladjustment. There are faults in distribution elsewhere. A not inconsiderable part of the difficulty is elsewhere. An authority says that interviews with executives discloses the fact that only 35 per cent of the manufacturers of the United States are familiar with mechanical handling equipment and its functions and that 65 per cent are unfamiliar with even the minor details of such machinery. Mechanical handling equipment is surely an aid to distribution. Its uses are marvelous and many. Isn't man a creature of habit?

Thus far we have considered only the mechanical side of distribution. It is full of imperfections, full of perfectly possible opportunities for remedy. Evolutionary changes in the mechanical process of distribution should be encouraged, because they mean less waste and more of tangible wealth per pound of expended effort. If we are not after that result, then what are we after?

The answer is that in the mass that is what we are after, but that here and there we find individuals who are after something else, which is personal profit and that on that account the rest of us suffer. Larger looms the load that advertising has to push.

Human cupidity is responsible for many ills in distribution. Stories of deliberate waste are common in every great market centre. Not long ago a steamer full of tropical fruit was dumped in the salt water of the Atlantic off New York because the New York price was too low. The apple situation of last fall was enough to make good citizens blush. No use to quote city prices—everyone knows them. Yet it is a fact that growers in many localities have not been able to get enough to pay for packing. Quite probably there is in such a case an element of human weakness and an element of sheer distribution maladjustment. Waste in fruit and vege-

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R. O. EASTMAN, Incorporated
MARKET RESEARCH
SALES SYSTEMS, METHODS, PLANS
CLEVELAND

A Policy of Research
—or A Research Policy

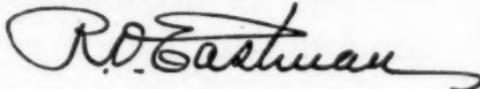
The same thing? No—essentially different!

There are many advertising agencies, manufacturers, banks, and publishers, who have developed a policy of research. They believe in the principle of securing facts as a basis for plans and expenditures, and they make occasional investigations.

But many of these still have no research policy—no definite plan as to when or how such investigations are to be made, no standards of practice governing their conduct, no organized methods of operation, no established program for application of the results secured.

Unorganized research, like unorganized advertising service of the early days, is not necessarily futile nor fruitless, but it is wasteful and inefficient.

We can extend our service to a few more institutions who, having a policy of research at the present time, desire to develop a thoroughly practical and effective research policy.



Represented in Chicago by Jas. A. Young,
8 So. Dearborn St. New York and Washington
representation to be announced later.

An Eastman Report is Dependable

Messrs. Hurst & Hurst

announce that

typesetting as executed by them will be charged at the rate of four dollars per hour. *so* The composition will be at all times under the personal supervision of our Mr. Samuel Hurst. It is believed that this system of expert superintendence will help to eliminate the costly item of author's corrections so prevalent in ordinary typesetting, thus offsetting the increase in rate. *so* The revision is made, however, to render possible a service so broad as to include, without additional charge, the use of any type or decoration listed by the American Type Founders Co.

HURST & HURST INC

357 W 36 St N Y

Typesetters and Printers of Finer Advertisements

table distribution is no new story. As a city editor in Chicago six years ago I had photographs taken of huge piles of potatoes that had been carted out and dumped to waste. Effort had been expended to get those potatoes out of the market, out of the line of march to the consumers of potatoes.

But it is no purpose of mine here to indict individuals. I have in mind only the indictment of wrongs in themselves. I have tried to show two things:

First, that gross faults in distribution exist and that they are specific enough to be isolated and studied.

Second, that relief and remedy are possible, not by tearing up whole systems in cataclysmic fashion, but by readjusting and improving present machinery gradually.

THE PROBLEM WILL NOT
DISCOURAGE US

It would be possible to go much deeper. The question is one of magnificent proportions. But these proportions are not such as to discourage a nation such as ours, given as it is to overcoming obstacles and renowned as it is for fruitful invention.

Part of our wasting is beyond doubt due to the fact that we have but just passed the pioneer stage in which everything was so plentiful that to waste was cheaper than to save. Our infant prodigality has not entirely left us and what is left is now a plague upon our house.

We plunge through forests taking the best, leaving everything else. We burn our coal as if there were no end to the supply; and there again we burden our transport system uselessly and needlessly. David Moffat Myers is an authority on fuel, and he told the American Society of Mechanical Engineers not long ago that 100,000,000 tons of coal could be saved every year if only the palpable wastes were eliminated. One hundred million tons a year!

To make his statement striking he said that if only 75,000,000 tons were saved it would mean a na-

1921 List of Automobile Owners in Virginia

List contains more than 100,000 names, with address, make of car, engine number, and license number. Guaranteed accurate and reliable.

Virginia licenses increased 30% in 1920. To use an old list means missing every third owner.

Pre-publication price, good until May 31st, is but a fraction of the usual cost. Full information and quotation by return mail.

Garrett & Massie, Inc.
Box 1837 - I.

Richmond, Virginia

Hold
Conference
on your

Ad production problems
with specialist
BUKEY
Specializing
Ad-Construction
for the
Publisher,
Agency &
Advertiser

Consultation
DAILY 1-3 P.M.
and by MAIL

Visualizing complete working
layout, featuring Idea, Copy,
Designs, and Plates,
ready for the press.

Investigate!
100%
DIRECT-MAIL
LAYOUTS

Serving INDUSTRY & PRESS
Scientifically

Bukey Trade Service
60 BROADWAY
New York

*An Opportunity for a
Progressive Organiza-
tion Requiring New
Blood and Brains . . .*

Present Secretary and Manager of the Automobile Blue Books desires permanent connection in New York City with financially sound general, class or trade publication, advertising agency or manufacturer.

Eleven years' wide experience in advertising, merchandising and publishing. Eight years in New York City; past two years in Chicago. Eight years with present organization.

College graduate; age 31; married. Clean, successful personal and business record. Excellent organizer and producer.

Intimate grasp of selling, merchandising, promotion, copy, art work, engraving, printing, binding, business and publication management and costs.

Present income—\$6,250 plus % of profits.

Require month to make change. Full details and prominent references given to executives by mail. Can arrange for personal interview in New York first or second week in May.

George F. Gouge, personal,
910 So. Mich. Ave., Chicago.

tional saving of \$450,000,000 annually, enough to pay the interest on nearly half the national debt. The major effects would be, industrially speaking, a material lessening of the load on railways and the saving of the labor of 75,000 miners for other endeavors.

Inefficiencies clog the machinery of distribution all along the line. Little by little the burden piles up, until in its aggregate it is staggering beyond computation. It is well for all of us that we cannot visualize it, because we should lose many a night's sleep. But on the other hand it would be decidedly well if we could visualize enough of it to make the work of applying a remedy a little more energetic.

The manufacturing community and the consuming public alike have a direct interest in curing distribution ills. And the advertising community, as the medium between the two, has not only an interest, but a responsibility. Advertising is more than a job, or else it must stand convicted of sheer parasitism. It is an interest big enough to stand on citizenship legs and be a part of the useful life of the country, as it really is. Therefore, it is in the interest of advertising to get the kinks out of distribution, and advertising can do no better service than to help make known the ills and the possible remedies.

Just as long as we stagger under the load of distribution wastefulness, just as long as we permit this insanity in our house, so long will we fall short of our possible national attainments in the direction of well-being for all of us.

Nobody can eat bread that is thrown into the river of waste, for from those waters nothing comes back.

**Circulation Managers to Meet
at Columbus, Ga.**

The International Circulation Managers' Association will hold its annual convention at Columbus, Ga., on May 10, 11 and 12.

One of the features of the entertainment will be a demonstration of a night battle by troops stationed at Fort Benning.

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Coming events
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Announcing—

An international publication
of production and management
for manufacturing confectioners
exclusively.



First Issue—June, 1921
FORMS CLOSE MAY 10TH

A high class specialized business magazine edited
in the interests of the confectionery superintendents,
the purchasing agent and the executive.

FLAT RATES: One page—7 x 10—\$55.00. Single inserts
—\$75.00. Two pages facing—\$100.00. 10% discount only
on twelve time schedule placed prior to May 10.

First issue will be mailed to every wholesale manufacturing confectioner
in the United States. Subscription: \$3.00.

Member: National Confectioners' Association.

The Candy Manufacturer
30 N. LaSalle St. Stock Exchange Bldg., Chicago

EARL R. ALLURED. Publisher



THE STANDARDS OF THE PURCHASING AGENT

There is much criticism of the purposes, principles and merits of "association" publications.

THE PURCHASING AGENT holds no brief for those on either side of the question. It merely submits the standards of its own foundation and conduct.

By acclamation, at the 1918 convention of the National Association of Purchasing Agents, THE PURCHASING AGENT was designated as the official organ of that association. The honor was accorded and received as a tribute to the support of THE PURCHASING AGENT in establishing and developing the association.

Editorially and financially THE PURCHASING AGENT is independent. No part of its capital stock is held by the association or any of its members. The association does not directly or indirectly manage, control, influence or participate in the business matters of the publication. A designated amount of space is set apart in each issue to chronicle the activities of the association. In no other way does the association participate in the editorial function or policy of the publication.

All subscribers to THE PURCHASING AGENT are not members of the association, though all members are subscribers. Each member's subscription is paid for in cash by the association. Each member is a paid subscriber, classified as such by the Audit Bureau of Circulations.

Advertising space in THE PURCHASING AGENT is sold purely on the merits of the publication. Not all advertisers who desire to can use its pages. A prominent condensed milk manufacturer tendered the publishers a contract which was returned because the products were not deemed to be appropriate to the field of readers. A leading New York Agency within the past month asked for a proposal to submit to his client, involving the use of space in THE PURCHASING AGENT. After careful investigation of the possibilities of the product in our field, the agency was advised that other mediums would be better adapted to the campaign contemplated. These are two instances out of many which attest the standards governing the sale of advertising space in THE PURCHASING AGENT.

The value of all advertising is measured by results. The consistent use of space in THE PURCHASING AGENT year after year by national advertisers of high standing, coupled with splendid and voluntary commendations from advertisers as to the results of their campaigns in the pages of THE PURCHASING AGENT, attest the standing and integrity of THE PURCHASING AGENT in its field.

Circulation reports of THE PURCHASING AGENT, as issued and verified by the Audit Bureau of Circulations, are available upon request.

THE PURCHASING AGENT COMPANY, Inc.
19 Park Place
New York, N. Y.

Getting Orders Right Now

The Producer Should Establish Intelligent and Scientific Price Levels and Then Advertise

By I. A. Berndt

Vice-President, C. E. Knoepfle & Co., Inc.

THE fundamental reason for the lack of demand is not over-production, but under-consumption. We know that there is no general surplus of goods produced in excess of what could be and should be used. We have no knowledge of great stores of either raw, semi-finished or finished products which might influence the general economic condition.

If there is under-consumption and a real need for materials—why the hesitation? It cannot be delivery, because industrial plants are better off than ever in their ability to deliver promptly. As a general thing, it is not quality, because during reduced demands quality should and is better, inasmuch as more attention can be paid to it. The only remaining question at this time is price. In other words, the whole question of finally getting the order must resolve itself to the question of readjustment in the price.

When we discuss price we immediately bring in a new feature—the dollar—which again brings us to the question of wealth and its distribution.

Some may say that those who would like to purchase do not have the money to do it with, because the wealth of the country has been hoarded and is concentrated among a proportionate few. However, this is economically unsound, because, after all, the wealth of the country is not represented by the dollars, but by product itself.

Wealth can always be considered merely the amount of production in excess to that produced. In other words, real wealth of the country is its productive capacity.

A logical conclusion is that the solution is therefore not in the

hands of the men who own the dollars, but rather in the hands of those who own and control the productive capacity of the country. They can decide—and they only—as to how far they are willing to go in releasing this productive capacity on production of wealth so as to stabilize economic conditions.

We have three conclusions—

- (1) That the difficulty in getting orders to-day is not over-production but under-consumption.
- (2) That the immediate problem in getting the individual order is not delivery nor quality, but the readjustment in price.
- (3) That the price is affected not by the amount of money which is available with which to purchase, but rather by the basis of price-fixing used by the producer and influenced by his particular use of the productive capacity which he controls.

In readjusting prices, is it recommended that they be arbitrarily cut; that we go into price agreements; or, on the other hand, that we enter an era of cut-throat and blind price-cutting competition? Emphatically—NO!

The real recommendation is that each producer, by careful analysis and study of his productive capacities, establish a basis—first, for most economical production, and second, with confidence in the future, a willingness to contribute a certain proportion of his immediate resources, as well as justify profits as a gamble against normal conditions.

That producer whose prices most effectively and surely reflect the normal conditions he desires will most quickly attain such normal conditions.

It is not desired that he, in

Part of an address before the New York Advertising Club.

an Art manager

We want another art manager to work with the one we have.

He will be entirely responsible for the physical appearance of a group of accounts from art plan to finished product.

The man we want will dare to do things differently and have the courage to forget advertising precedents.

Perhaps he is not now working for an advertising agency. But he has merchandising sense and the ability to express it in art ideas. He should have irreproachable good taste, a thorough knowledge of the art market and be capable of making a readable rough-out. He will have genuine love and appreciation of the power of advertising.

The salary will be in direct ratio to the size of the man and the job.

Apply fully by letter only.
Please address G. L. W.

The Blackman Company
ADVERTISING
120 W. 42ND ST., N. Y. C.

order to reduce his prices, take a loss. It is desired, on the other hand, that he first be sure that he is using his productive capacity most effectively; and, second, that he have foresight enough to look into the future over a long enough period so as to distribute his current overhead over both the present low period of depression and the forthcoming high period of prosperity.

A definite program is recommended:

Starting with the first step, we must have a well-organized and properly functioning sales and advertising campaign. We are next interested in the basis for establishing price. This involves several definite steps as follows:

(1) The determination of the normal capacity of every machine, working-place and department in hours. In other words, how many hours of actual production is it practical to expect from every machine, department or working-place. You may say this is twenty-four hours a day, or others may say this is the regular working day in the plant. This is a fallacy. As an average condition, we have found from intimate contact in hundreds of plants that this ranges from 75 to 85 per cent of the hours worked in a plant.

(2) The next step has to do with overheads. It is necessary first to classify all such items of burden, making sure that all are included. After such analysis every possible elimination of any items or reduction of others, should be made. In other words, every unnecessary item of overhead expense should be cut out. With such total normal overhead established a standard overhead per hour should be developed, based upon normal capacity and not on actual working conditions.

In other words, to establish this overhead, the total amount should be divided by the total number of hours of productive capacity which would have been used if the plant were working on a normal basis and not by the total number of hours which productive machines actually work.

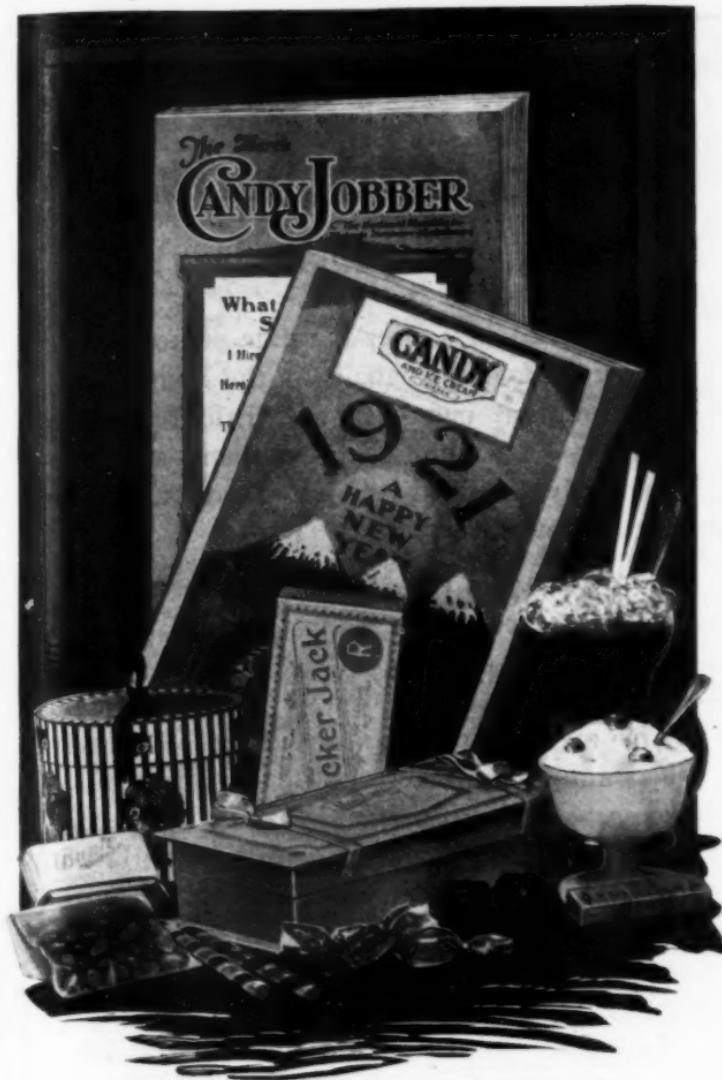
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The billion dollar confectionery industry

does most of its buying from advertisements in

**CANDY
& ICE CREAM**

Retailers and Manufacturers

THE CANDY JOBBER

Jobbing Confectioners

Sample copies will show you why. Write

CANDY & ICE CREAM

Members Associated Business Papers

5 NO. LA SALLE ST., CHICAGO

San Francisco

New York

Men and Money

(and the Dunn-Pen)

Within 120 days after the date of issuance of the United States patents on the Dunn-Pen—the fountain pen with the little red pump handle—the Dunn-Pen Company was substantially financed and its product on sale throughout Greater New York.

This is a record for financing and merchandising which, we believe, has never before been equalled.

The men who opened up over 500 dealer accounts in the Metropolitan District *in advance of the Advertising of the Dunn-Pen*, and who are providing a million dollars of capital for the Dunn-Pen Company at the rate of over \$200,000 per month, are members of the Dudley Sales Organization—an Organization of salesmen for the financing of American industries and the merchandising of their manufactured products.

DUDLEY SALES ORGANIZATION

FREDERICK S. DUDLEY, Founder

709 Sixth Avenue, New York

It is not right that overhead covering idle hours against work actually being produced should be charged.

It will be readily seen that immediately the cost for overhead per hour, as reflected in the cost of goods produced, will be much less and that a possible loss will ensue.

PRODUCTION PER HOUR RECORD AN ECONOMY GAUGE

(3) The next step is to determine as quickly as possible from estimates, records of past performances, by conference or by observation, a practical and attainable production per hour, using your normal capacity as a basis. In other words, during each hour of normal capacity available how much can be produced on each machine and in each operation?

This is a great deal more simple and is usually understood. It is not at all complicated, and has been done in thousands of instances with great success. These standard hours are necessary for the reason that productivity or relative amount produced per hour is a real gauge of economy and efficiency in manufacturing.

(4) With the above information available, the estimated time it takes to do work, a known factor, the normal capacity in hours established, it is possible next to determine quantities of various types, sizes and kinds of products which can most effectually be made under normal conditions and using the normal capacity.

In other words, we know how many hours' work it is possible to expect from each producing unit; next, we know how much actual work can be expected during each one of these hours. Therefore, by further analysis and estimate, we can quickly establish how much actual product can be manufactured, classified under the various lines for which demand can be created most quickly.

(5) Having a knowledge, therefore, of actual product which can be produced under normal conditions, using current prices for labor and for material, and with

J. A. Meyer Leaves Rankin Agency

Joseph A. Meyer has resigned as space buyer of the William H. Rankin Company, Chicago advertising agency, after fifteen years' service. A farewell dinner was given him by the officers and employees of the Rankin organization.

—Reprint, *Printers' Ink*.

To my friends among Advertisers, Agencies, Publishers and Representatives: the above explains itself.

This being my first real vacation in Nineteen years, I will make the most of it—a little golf, some fishing and then back to business activities.

Available for Agency, Manufacturer, Publisher's Representative or Special for a few non-competing publications.

3022 No. Racine Ave.,
Chicago.

A Hill Horse

GENERAL sales executive and advertising manager of wide experience and successful record with houses of high standing will undertake special or permanent sales problem, including analysis of market, setting up sales policy, planning campaigns, originating sales aids, organizing and directing sales and advertising department.

Correspondence invited only from sound and progressive companies where constructive services in the face of unusual conditions will be proportionately recognized.

For appointment address confidentially A. B. C., Box Number 1, *Printers' Ink*.

Do you need a man in your organization

who will take responsibility for translating advertising into actual sales

who will prepare and direct your circularizing and the FOLLOWUP to the advertising, so as to get traceable orders instead of just "leads"

who will be the vital link between the work of promotion and the work of the salesman

whose major function will be to SAVE you money by eliminating wastes in the advertising expenditure?

I want to fill this job for an organization with the right product, to which my work can bring without additional appropriation an increased profit of at least \$10,000 per year.

Write A. M., Box 214, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

Wanted a SALES MANAGER

One of our clients needs a keen, clean-thinking man who can analyze markets, originate sales-plans and carry them out. He must be a man who has already made good as sales manager.

It's a hard job—but it can be a big one for the right man. The product is the best in its field, the company splendidly managed, highly rated—a fine crowd to work with.

Address by letter only, giving personal history.

BARTON,
DURSTINE & OSBORNE,
Inc.

770 Ellicott Square,
Buffalo, N. Y.

overhead rates per hour established on a basis of working all productive capacity to its fullest extent, we can estimate very definitely the cost of each product if it were produced under normal conditions.

In other words, we now have available practical, attainable costs which would be the result if all of our productive capacity were operated to its fullest practical possibility and if the estimated standard hourly productions were attained. In other words, we have a cost estimate based on economical production as well as normal production.

(6) With this cost as a basis, we must establish our price, and this involves the adding of a fair and reasonable profit. Here, of course, it is necessary for each producer to contribute to the cost of reconstruction by making this addition of profit as small as he reasonably can. In some cases we know of, concerns have gone so far as to add no profit at all in order to bring volume into their plants, realizing that their losses because of idleness of capacity were far more than any profits they could hope to secure on a small line.

In other words, profit to be added to the estimated cost should be as low as it consistently can be, and if losses through idle capacity are great it might even be well to dispense with any additional profit in order to first fill the plant to its normal capacity.

A NEW PRICE BASIS HAS COME

We now have a new price basis reflecting a cost which would actually occur if the plant were filled to its normal capacity and if goods were produced in the most economical and efficient manner with all workers producing each hour and on each operation, to within the standard hourly production established as practical. This price has never failed to be less than those set on the old price basis.

Immediately it will be realized that for the time being, if these prices are used, there will be a loss, because they involve an over-

21, 1921

Apr. 21, 1921



Two Young Men in a Railway Station—

THE other night, down at the Union Station," says the editor of **MERCHANDISING ADVERTISING**, "I saw two young men waiting for a train.

"One of them bought an evening paper, and went straight to the sports page. For thirty minutes he read eagerly. I am sure he read every word on sports in that paper. That done, he yawned wearily, put the paper over his face and went to sleep.

"The other fellow worried around a while and then

opened his satchel and took out a text-book. Soon he was absorbed in its contents:

"I went over and sat near him. He didn't notice me at all. Somehow I was struck with that studying fellow. He had the stamp of power on his forehead. He will get along in the world. He is laying up treasure while sluggards sleep.

"Have you thought of the hours that are wasted just waiting for things to turn up? Minutes saved and put to practical use add to your efficiency as surely as pennies saved boost a bank account. It is the cumulative power of those spare minutes put to a useful end that counts."

In thus reflecting over what he saw, the editor has written a fine argument for spare-time study.

The United Y. M. C. A. Schools, with their day and evening classes in hundreds of cities and with an Extension Division now offering correspondence instruction in more than 200 specialized courses, exist for the young men who are far-sighted enough to use their odd hours in becoming bigger men. Last year more than 120,000 such young men studied under the direction of earnest Y. M. C. A. Instructors.

Of particular interest to the readers of **PRINTERS' INK** are strong Courses in Accounting, Bookkeeping, Banking, Advertising, Salesmanship, Better Letters, Business Law, Business English, and Illustrating. Let us tell you about them.

The United Y. M. C. A. Schools are organized for service rather than profits. The most practical kind of correspondence instruction is offered at reasonable rates.

Do you want to "lay up treasure" while others loaf, lag or sleep? Do you want to prepare for leadership, for greater usefulness, more congenial work and bigger pay? Then mark the subject below that interests you and we will tell you, free of obligation, what the United Y. M. C. A. Schools have done for others and can do for you in spare hours.

SEND THIS INQUIRY COUPON

United Y. M. C. A. Schools,
Dept. 63A, 378 Lexington Ave.,
New York City.

Please give full information about the position or home-study course I have marked.

ACCOUNTANT	ADVERTISING	BUSINESS LAW
BOOKKEEPER	MAN	BUSINESS ENG-
BANKING	SALESMAN	LISH
Stenographer	BETTER LETTERS	ILLUSTRATOR
Factory Management	Surveyor	Mechanics
Mechanical Engineer	Electrical Engineer	Poultry Husbandry
Draftsman	Electrician	Architect
English Courses	Steel Engineer	Building Contractor
Auto Mechanic	Machine-Shop	Agricultural Courses
Radio Operator	Practice	Mathematical Courses
Concrete Engineer	Plumber	Traffic Management
Civil Engineer	Farm Motor Mechanic	

Name and Occupation

Address



Have You Overlooked It Too?

The fast-growing field of passenger automotive transportation has been entirely overlooked by the business press up to this time.

Taxicab and livery companies have a highly developed specialized business. Motorbus companies are organizing daily for inter-city service and to open up new localities for residential and commercial purposes. They are rapidly and successfully replacing track transportation.

Over 5,000 taxicab, motorbus and livery corporations are functioning as transportation units without the assistance and practically without mention by any business publication.

A survey of this field has proved beyond a doubt that they need a specialized publication, dealing in the problems of their businesses.

Over 5,000 taxicab and motorbus companies, fleet owners if you please, operating from 5 to 1,000 cars each need to know how others are meeting the problems which face them.

The National Taxicab and Motorbus Journal will be edited with the idea of interesting the executives of these firms to the point where they will insist on thorough perusal by their managers and superintendents.

Advertising in this magazine will therefore deliver your sales message to the men who recommend, O. K. and order.

Cars, trucks, bodies, accessories, tires, wheels and shop equipment have a *wholesale* market here.

The first issue of the National Taxicab and Motorbus Journal will be mailed to more than 5,000 owners on June 5th.

Forms close May 20th.

DOWST BROTHERS CO.

122 ANN STREET, CHICAGO, ILLINOIS

PUBLISHERS

THE NATIONAL TAXICAB & MOTORBUS JOURNAL
FIRST ISSUE—JUNE 5, 1921

THE NATIONAL CLEANER AND DYER—A. B. C.

THE NATIONAL LAUNDRY JOURNAL—A. B. C.

READ THIS AGAIN

Apr. 21, 1921

PRINTERS' INK

185

head rate which is not the actual but which is a far lesser amount based upon the desired normal condition.

This brings us to our seventh step, and it is recommended here that such unabsorbed overheads be charged into an adjustment account which at the end of the year can be balanced and charged to Profit and Loss.

As you increase the volume in the plant, this amount of unabsorbed overhead will rapidly increase and will stop entirely when you have attained the normal condition, after which new prices can be established, and we all know that with normal conditions profits will be available which will more than balance the losses taken in unabsorbed overhead in order to attain the desired normal conditions.

As a matter of fact, in every instance—and there have been many where this has been done—the net loss, because of this unabsorbed overhead, has been very much less than the loss because of idle capacity and lesser volume of business.

Your next question will be how to get the money as working capital in order to sustain these current losses. This brings us to the eighth step, which is to go to your banker, who, no doubt, is already involved in your business and is interested in any plan which will safeguard the credits and investments he had already made. It is well known that money goes to such concerns as can demonstrate they are wisely managed.

Your next question—and a logical one—is whether or not you can get workers to co-operate and to produce according to the standard hourly productions estimated. In other words, will the workers agree to meet the requirements of this plan? Will they produce as required in order to meet the costs and prices established? Will they not stall along and try to make the jobs last?

All this is an echo of the man who complains that you cannot get labor to co-operate. To say this is one of the most monumen-

Industrial Physician

with extended experience in medical, personnel supervision, employment and research, as well as athletics, insurance, safety first, fatigue elimination and general human relations activities, desires change to corporation wishing such work organized and directed by one general authority.

Now connected with one of the largest manufacturers in the U. S.

Seeks change for purpose of securing increased responsibility and scope of work.

Age 39; excellent health; highest references from present employer, hospitals and medical profession. Correspondence invited.

Address G. A., Box 211, care Printers' Ink

WANTED

Eastern Representation

of one or two

LEADING PUBLICATIONS

A firm of well-known advertising representatives at the present time maintaining offices in New York City and a soliciting staff who are calling upon big manufacturers, dealers and advertising agencies in behalf of publications they already represent can offer efficient service to one or two leading publications whose appeal is national.

Full details as to past performances, present activities with personal and bank references furnished any responsible publisher or owner on request.

Address "F. C." Box 216, care Printers' Ink.

Artist & Layout Man Wanted

A young and progressive complete Printing Plant located in a large city in Ohio, is looking for a high-class artist and layout man who can "Produce the Goods." Unlimited co-operation for a good man with ideas. If you have the stuff in you—address "M. R." Box 213 Printers' Ink Weekly. We would like to see a few samples of your best efforts.

Los Angeles—The largest city in the West
IN LOS ANGELES
 IT IS THE
EVENING HERALD
 MEMBER A. B. C.
 Government Circulation Statement
 April 1, 1921

143,067

*Largest Daily Circulation in
the Entire West*

REPRESENTATIVES

New York: Lester J. Clarke, 804 Times Bldg.

Chicago: G. Logan Payne Co., 432 Marquette Bldg.

SLIDE-VERTIZE

The movie screen works for you when every other medium has closed down for the night.

Learn more about it from our free booklet, "In The Public Eye."

STANDARD SLIDE CORP.
 209 W. 48th St., New York

tal jokes of industry. The reason why workers have not co-operated or had not co-operated is because they have not been invited to; they have not been taught how to.

Therefore, it is recommended that representative workers be brought into conference; that the entire plan be explained to them; that the intent of the whole programme be definitely outlined so that it will ultimately reach every worker in the plant.

It will be noted that there has been no recommendation to reduce wages. This is unnecessary and undesirable if the workers will produce according to the demands made on them. In such presentation this argument should be clearly set forth. It should be indicated that normal conditions will eliminate unemployment; will bring the prices of the materials they consume down and within their reach, and will stabilize conditions generally.

To round out our ten points, we start with that feature with which we started—that of organizing the sales and advertising campaign absolutely in tune with these new prices and this new effort for normal conditions.

There is hardly an advertising man who cannot see great possibilities in this appeal for more business and for normal conditions.

The advertising account of Harvey Craw, real estate, New York, is now being handled by the World Wide Advertising Corporation of that city.

A Chance to Get a Real Sales Executive

He is just 32. For more than 8 years he has produced big results for a big corporation as salesman, branch manager, personnel executive and sales executive. He is looking for a bigger opportunity. I feel that I am going to do some company a big favor by putting this man in their organization. Write me "D. J." Box 210, c/o Printers' Ink.

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Wrigley Building

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Chicago, Ill.*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Renold

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager. Atlanta Office: 1004 Candler Building, GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARANGER, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNIS, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

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Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, APRIL 21, 1921

**When the
Factory
Product Is
"Common-
place"**

The 1913 catalogue of a certain factory had 150 pages and contained 960 different items.

The president had often talked to advertising men about the possibility of taking his business out of the domain governed by straight-price competition and placing it on a firmer, broader foundation of consumer knowledge and good-will. But in each case it appeared to him the change he contemplated would require a tremendous investment in new machinery, and a serious disarrangement of his manufacturing processes. Finally an advertising agent who studied the problem from the standpoint of the factory advanced a solution. The same equipment which made a

line of substantial but commonplace staple necessities, the agency was convinced, could be used to turn out specialties with a quality appeal. A new line of higher grade was manufactured, a new merchandising and advertising campaign inaugurated, and in a few years over 15,000 dealers were selling the specialty line. The quality offshoot practically outstripped and supplanted the parent line as the dominant factor in the enterprise.

This has, of course, happened time without number in other businesses. The tail wags the dog to the tune of millions when the tail happens to be a timely specialty backed by sound and aggressive advertising and sales methods. But the number of men who look at their own factory machinery with merchandising imagination is not so large as it should be. Too often the birth of the specialty is due to accident, a consumer's suggestion, or some influence entirely outside the four walls of the plant. There are in every advertising agency lists of companies which by all the rules of good business should be building consumer goodwill as insurance against competition based on price alone. "But," say many of these manufacturers, "we can't get people enthusiastic about pearl buttons"—or hooks, or bristles, or toilet brush backs or what not. "Our products are commonplace, without human interest."

But the same equipment can often turn out a specialty line of an entirely different character. The key to broader markets is often hanging on the factory door.

**The Growing
Influence of
the Business
Press**

Perhaps no single event is more clearly indicative of the importance of the business press to the business community than the invitation from Herbert Hoover to editors of business publications to meet with him in Washington and discuss the proper functions and scope of the Department of Commerce. The meeting took place on

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the evening of April 12, and while the proceedings were wholly informal and not intended for publication, it is proper to say that the business press may feel complimented at the confidence reposed in it, and the business world is not likely to be disappointed in its estimate of the new Secretary of Commerce.

The incident recorded above is one of many which indicate that the influence of the business press is becoming more widely understood and appreciated. This is largely due, in our opinion, to the development of a better appreciation of its functions on the part of the business press itself. As long as it was content to run along on the earlier basis of printing the news of a restricted industry, seasoned with a heavy percentage of laudatory write-ups, it gained little prestige or influence with the business community at large. But when it began to appreciate that it had a duty to perform, in the correction of abuses and the attainment of improved conditions, it began to gain very rapidly in the confidence and respect of the public.

PRINTERS' INK has just received a letter from the American Association of Advertising Agencies which illustrates that point very clearly, and which reads as follows:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

NEW YORK, April 14, 1921.

Editor of PRINTERS' INK:

The sympathetic and helpful attitude of PRINTERS' INK toward efforts for the improvement of conditions in advertising was the subject of the serious thought of the Executive Board at its fifteenth quarterly meeting held in New York Tuesday and Wednesday of this week and appreciated with gratification.

It is distinctly and definitely encouraging to every honest effort for the better progress of advertising to have the clean-cut, intelligent, constructive support of such a great publication as PRINTERS' INK.

I wish to convey to you the kind regards and best wishes of the members of the Executive Board of the American Association of Advertising Agencies.

JAMES O'SHAUGHNESSY,
Executive Secretary.

As a compliment to ourselves, Mr. O'Shaughnessy's letter is nat-

urally gratifying. But in a broad way it is significant of the highest functions of a business publication. That which inspires the confidence and begets the admiration of an industry may be described as the attitude which the business publication is willing to assume toward the vital and fundamental interests of the industry.

Advertising Makes Good in Britain's Labor Crisis

Once more the force of paid advertising has been called upon in a crisis and seems to have made good. The "near-revolution" in England has been filling the front pages of our press for some time. Friday, April 15, was one of the worst days of the whole series. As the *New York Times* stated editorially on that morning: "It was realized that within twenty-four hours Great Britain might be the battle-ground upon which would be fought out questions which must materially affect the destinies of the world at large unless effort to avert the portentous struggle prove more successful. . . . There is no lack of sympathy with the miners—indeed, if the miners had not spoiled their case by their leaders' method of pushing it to importunate extremes, public opinion might very probably have sided with the miners' wage plan—but sympathy with industrial demands has been overshadowed by antipathy to an unconstitutional resort to direct action." On the very day when these gloomy forebodings were filling the mind of the British public, the Coal Owners' Federation used full-page display space in a number of newspapers. Their advertisement was addressed to the public and declared that the coal owners again invited the miners' representatives to "sit down with us to see what can be done to improve wage conditions of those classes of workers who would be most severely hit."

Again, according to the *New York Times*, the public was asked to note that the coal owners, "under present conditions are ready to sacrifice all our claims to a return

on the industry and we will be content with a monthly review of the position until circumstances improve." The advertisement concluded: "We publicly extend this invitation to the miners to meet us and talk things over. What else can the owners do?" Shortly before midnight, Frank Hodges, the miners' secretary, at a meeting with a number of M. P.'s, stated that the miners would discuss wages with the owners and the Government at once if the large issues of policy were separated from wages and would be considered later. They put off again, at least for a time, the upheaval which all the people of England dreaded so much, and thus again the force of paid advertising when called upon gave a good account of itself in securing the attention of the public to what appeared to be, at least, a sincere and honest offer of mediation. Whatever the later results of the present controversy may be, whole page advertising has been found effective again in selling an idea as well as in selling merchandise.

"Home of Advertised Goods" Quits

Philard, Inc., has discontinued its New York store. It will be recalled that this retail establishment was started nearly a year ago as "the home of advertised goods." The place dealt exclusively in products that are advertised.

The store has been closed with the frank acknowledgment that the idea didn't go over. Critics of advertising are already grabbing at the circumstance as "I-told-you-so" evidence. As a matter of fact the failure of this store to make good is no reflection on advertising at all. Any experienced merchant could have foretold a year ago that Philard's was starting in New York under conditions that would greatly handicap the success of the store. These conditions may be summarized as follows:

The establishment lacked identity. It was not a jewelry store or stationery store or photographic supply store or any other kind of known specialty store. A miscel-

laneous assortment of advertised goods was carried. The lines, however, were not complete. People to-day like to go where they can select from full assortments. Philard's was competing with stores that had larger and more varied stocks.

An even more important condition, however, was the location. The company did not have a good location for a store of that kind. It is out of the shopping centre. Philard's did not succeed in drawing any appreciable trade from the city as a whole. True enough, some advertising men went out of their way to patronize the store out of sentimental reasons. But the mere fact that the establishment featured advertised goods exclusively was not a sufficient inducement to draw the great body of shoppers. This is not a sign that these people do not want advertised goods. It is only a sign that they are not willing to inconvenience themselves to favor a certain store. They are already buying advertised goods nearer at hand. Why should a person go blocks or miles to buy a Waterman fountain pen or a Kodak or an Ingersoll watch, when these articles can be obtained nearer home? If all other stores in New York were handling unadvertised goods and only Philard's carried advertised brands, then the location of this store would not have made any difference. It would have succeeded despite location.

The only thing that has been determined by this instance is the overwhelming importance of location. The profitable salability of advertised goods was not on test. Other stores, with more complete stocks and more fortunately located, and devoted almost entirely to advertised articles, are succeeding in other parts of the country. And what is more important, advertised goods are the best sellers in hundreds of thousands of stores of all kinds. Even where stores start out with the avowed purpose of handling private brands, the referendum of their customers soon places a large percentage of advertised goods in their stocks.

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ALL NEW RAG

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CRANE papers are not only *all-rag*—they are all *new rag*—which is several degrees finer than just “*all-rag*.” But *all-rag* is a better paper than *rag* and *wood-pulp* mixed. Such papers are called “*rag-content*” papers—meaning that the mixture contains rags. How much *rag* is used depends on the grade of paper being made. But it is obvious that the greater the percentage of *rag*, the better the paper, on up to *all-rag* paper, and then on top of that, *all new rag*—and there you have CRANE’s.

100% selected new rag stock
120 years' experience
Bank notes of 22 countries
Paper money of 438,000,000 people
Government bonds of 18 nations

Crane's

BUSINESS PAPERS

WANTED
ADVERTISING REPRESENTATIVE
 of Constructive and Executive Type
BIG NATIONAL WEEKLY
 Excellent opportunity
 Correspondence confidential
 Write freely and completely
 Interview by appointment
Address H. P., Box 217
 care of Printers' Ink



**CAPITAL TRADE MARK
 and
 COPYRIGHT BUREAU**
 REPRESENTATIVES ALL OVER THE WORLD
 WASHINGTON, D.C. - WARDER BLDG.

PROTECTS
 your trade-marks and labels by
 registration and copyright in
 the U. S. or abroad. A highly
 trained corps of specialists.
Send for New Bulletin

Better Printing for Less Money

Good Printing—Good Service
 1000 Printed Book Letterheads... \$5.50
 1000 Printed Envelopes 24x34... 4.50
 1000 Printed Envelopes 24x36... 4.50
 1000 Printed Catalogs 24x36... 4.50
 1000 Printed Bills 24x36... 4.50
 1000 Printed Statements 24x36... 4.50
 1000 Printed Post Cards 24x36... 4.50
 1000 Printed Shipping Labels 24x... 4.50
 SAMPLES FREE

Rentals or Catalogue at Low Prices
 1000 Circulars 4x6 up from... \$4.00
 1000 Circulars 6 x 9 up from... 4.00
 1000 Circulars 8 x 10 up from... 4.00
 1000 Circulars 11x15 up from... 4.00
 1000 Circulars 13x18 up from... 4.00
 1000 5-Page Booklets 20x26... 25.00
 1000 8-Page Booklets 20x26... 35.00
 1000 12-Page Booklets 20x26... 45.00
 1000 16-Page Booklets 20x26... 55.00

E. L. FANTUS CO., 525 S. Dearborn St., CHICAGO

THE HOME OF GOOD PRINTING
**The BEERS
 PRESS** Makers of
 catalog
 booklets
 commercial
 printing
 TRENTON, NEW JERSEY

Larkin Company Plans Airplane Delivery

"The Larkin Company is now planning to utilize the airplane in the shipment of its parcel post and express matter," said John D. Larkin, Jr., of the Larkin Company, mail order house, Buffalo, N. Y., at a meeting of the Greater Buffalo Advertising Club.

"The Larkin Company now moves 60 per cent of its merchandise by parcel post and express. We look forward to the day, in the not distant future, when we shall be operating a fleet of planes for moving this merchandise in one-fourth to one-half the time now required, using air routes."

In his address Mr. Larkin declared that it is the duty of every large city to have a municipal airplane landing field. He said that in the State of Michigan there are 117 landing fields and that thirty-one colleges now are teaching aviation.

Minneapolis Advertising Club Elections

At the annual meeting of the Advertising Club of Minneapolis William Unsgaard was elected president.

Other officers elected were: Frederick Kammann, Jr., first vice-president; I. J. Hentschell, second vice-president; Truman G. Brooke, secretary; C. G. Ferguson, J. Bryan Bushnell, and Miss Agnes Rooney, directors at large.

An advertising exhibit, sponsored by the club, has been opened to the public.

Los Angeles Agency to Advertise "Jevne" Foods

The Smith & Ferris, Los Angeles, advertising agency has been selected to handle the advertising of "Jevne California Foods." A campaign in the Western States, to be undertaken at once, will be followed by one in Eastern markets.

Facts in business-building. Get booklet.
ASK The Search-Light
 Anything You Want to Know
 —FOUNDED IN 1895—

An organization of Practical Business Men, Investigators, Statisticians, Economists, Historians, An Information Library Comprising Millions of Classified Records, Clippings and Pictures—All Subjects. Reports and Business Books Prepared.

EGBERT GILLISS HANDY
 Founder, President and Executive Chairman.
 Francis Trevelyan Miller, LL.D., Litt. D.
 450 Fourth Avenue, New York Editor-in-Chief


RYAN'S
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Will I Battle for More Sales—and Get Them for You?

Are you making *any* sales? Do you want export sales? Do you want sales bad enough to make a fight? Then, I want to talk to you. I believe I can help you. I believe I can put across prompt orders. At modest cost! Even in 1921!! This is the reason:

I have been in advertising for 25 years. When I began, I took the stand that advertising was, and had to be, *selling*—a kind of salesmanship that made the consumer and dealer use and handle the product. I stuck to that. I don't mean mail-order work. I usually mean fattening salesmen's order books. I found at the very first that the path between maker and user had nearly always hard and rocky spots that damned free business—ease in doing business. I figured that my efforts to make new consumers would work better still if I got those kinks out of the sales route, and I persuaded the boss into this and that policy to do it. Then the credit man started gumming things. I had to teach the dealer about financing himself and buying to suit the credit man. After that, I could really talk to the consumer. All these side efforts grew from the attempt to make advertising *sell*—make each word to everybody part of one effort to move directly a chain of goods between maker and user. The whole plan worked as a unit. The boss built his sales 3200% in 8 months, and captured 90% of the entire field.

All these 25 years I have stuck like a burr to this one idea—that advertising must *sell*. I have never stood for fancy ideas about general publicity, indirect effect, consumer acceptance. One little order outweighs them all. I know all the will-o'-the-wisps of advertising by their first names. I fight shy of my friends when it comes to spending advertising money.

Here is my creed. Why should a man buy an article? Tell him. What must he do to get it? Show him. Is there a dangerous blockade along the route of distribution? Clear it. Is the dealer not getting proper profit? See that he does. (I have never loaded dealers or set prices on them.) What keeps a man from buying? Make decision easy—do as much of his preparatory estimating to help his decision

as you can. (I sold a \$160,000 mail order by doing that last. I made it possible to write in the distant Orient in one hour's time the full indent. I saved five weeks of engineering calculation thereby by doing it myself. I made the order as easy as buying chewing gum. I pulled it across the Pacific Coast, a score of competing salesmen on the spot.)

Only a year or two ago I built sales by 1200% over the year before for a seasonal product of a fifteen-million dollar corporation. More than that! I had those orders before the sales season started—twelve times the sales they had ever made in a whole year. Yet, they "didn't like my copy." It was earnest. It was clear. It was plain English—four-letter words. It clinched the sales. It "closed" with the user. He came across with real money. No "institutional" stuff or mellifluous cadence generalities would have sold the goods—and haven't since.

I want a job with a concern that must get 1921 sales. The product must have the character in it and the usefulness that makes it worth while. If your concern has the vitality and capacity, I am sure I can help you make it dominate the market in a very few months—that every dollar I spend for you will get real sales results.

I am no grandstander or *camoufleur*. I handle advertising as a salesmaker. I know the business of making printed paper sell goods as few men do. This is because I have specialized so long—concentrated so much. I have stuck closely to this one part of advertising work all my life—the *vital* part.

I am employed. I am in a kind of super-agency. My people think a lot of me and of what I do. But they are letting me go soon. They think of taking me on later. Instead I want to take hold of some product, and handle and shape the merchandising and sales growth. I am highly educated. I can handle industrial or technical products in English and the commercial languages. I understand export sales building. No time is so big as the present. This is Kipling's "time of new things." This is the time of opportunity to mold your trade openings. This is when foundation work on sales can be done. I want to work on some product that awaits larger sales in 1921—big sales in 1922. If you have such a product, write me. Write me now.

Z

Box 212, Printers' Ink, New York City

The Little Schoolmaster's Classroom

"I'M off the get-together social thing for life," said the office manager to the Schoolmaster. "It occurred to us that there was not enough fraternalism in our office. We were not well enough acquainted. Departments were not really on terms of ordinary acquaintanceship. It would strengthen morale to encourage mixing.

"And so we instituted a series of Saturday evening social affairs, right in our offices. One of the larger rooms was cleared and a buffet lunch served. We brought in a phonograph and there was dancing. It all seemed very fine and dandy.

"Then came the reaction. Six days a week, everybody talked what had happened on that one evening. And there was more office talk about what would happen at the next social. Employees became entirely too free and easy with executive heads. Girl stenographers smashed every business barrier. Little canny love affairs and flirtations cropped up overnight. There were rivalries. Men who, for one reason or another, could not attend, were taken to task for it.

"And so the evenings of pleasures were stopped after the first month. It was just one of those schemes that sounded good, but that would not work out in cold practice. Now we give an annual shindig and let it go at that. Can't mix business with pleasure. Somehow they do not go well together in the same office harness."

* * *

"There are entirely too many teaser campaigns built along identical lines," commented a jobber to the Schoolmaster. "I have been watching, not only the ever-increasing volume of this type of advertising, but its effect upon the average consumer and the retail merchant.

"For a while the teaser idea was not used at all. Then they came

back, one tumbling over the other. And they were still rather interesting, because this form of exploitation is one of the best-known methods of catching popular attention and either of introducing a new product quickly or boosting an old one that has been done up in moth balls.

"Now rarely a week passes that there are not three or four teaser campaigns running in the daily newspapers. They confuse the reader by their very multiplicity.

"But my criticism can be even more explicit. They take the same general plan of visualization, and the most popular scheme is the most obvious one, namely, that of gradually spelling out the name of a product, letter by letter, until the complete name is shown.

"This would be all very well if it were not duplicated so often. Now it has lost its magic charm. The public has been fed up on it. One would think that there are no other original ideas for teaser campaigns, while, as a matter of fact, there are."

* * *

Container labels frequently carry copy designed to sell the consumer a little more solidly on the product, but, truth to tell, this kind of copy has a habit of falling into certain phrases of the conventional type. The Carl Canning Company, of Augusta, Me., however, puts a label around its cans that is a little different from the usual. It is apparently home-printed, but it carries a paragraph of copy well calculated to linger in the buyer's mind. This is it:

"This Corn is Bantam, but it is golden. The golden sunshine got into it and changed its kernels into smiles that are sweet as honey. Talk about sugar corn—this is it with the morning dews and sunshine added. There is more than sweetness to it. The south wind has come to it, bringing the fragrance of flowers, the

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Oplex Signs and Sterling Ranges

THE Sill Stove Works, Rochester, N. Y., makers of Sterling Ranges, are extensive users of Oplex Electric Signs. They use them to "tie" their advertising right to the place the product can be bought.

The same idea is good merchandising in *your* business. An Oplex Sign will enable you to cash in on the goodwill of the people who are "sold" on your product, but who do not know where they can buy it.

Oplex Signs are the kind with the raised, snow-white glass letters, perfect day signs as well as night signs, greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing an Oplex Sign for your business.

Flexlume Sign Co.

32 Kail St., Buffalo, N. Y.

Canadian Factory

The Flexlume Sign Co., Ltd.
Toronto, Ont.

Pacific Coast Distributors

Electrical Products Corp.
Los Angeles, Cal.



Publication Printing

Let us estimate on your
daily or weekly newspaper

ELORE UNION PTG. CO.
33 First Street New York City

CUTTING THE COST of Publication Printing

is an easy matter with the very newest
labor-saving equipment and an up-to-
date printing plant. Let us estimate
on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

COMMERCIAL SPANISH

Will Pay Rich Dividends to YOU

Start now. You will be surprised at the short
time in which you will have the reading, writing
and speaking mastery you want through
our practical course. Use spare minutes at
home or on the train. Practical work from
start. We also teach French, German, Russian,
Italian, and other subjects. Write at once.
THE HOME STUDY SCHOOLS, Paul E. Kun-
ser, Ph.D., Director, Dept. H-4, 188 Dartmouth
St., Boston 17, Mass.

EXPRESS GAZETTE

The ONLY Express Paper

Covers Entire Express Field, Traffic
Managers, Shippers, etc., of the prin-
cipal corporations and industrial concerns,
etc. Railway and Motor Express.

Save TIME, MONEY AND TROUBLE
in the Proper Handling of your Express
Shipments. Subscription \$2 per annum.

THE EXPRESS GAZETTE
51 Broadway New York City

PATENTS

Send books on Patents, Trade Marks,
etc., sent free. Our 74 years of experi-
ence, efficient service, and fair dealing,
assure fullest value and protection to the
applicant. The Scientific American
should be read by all inventors.

MUNN & CO., 659 Woolworth Bldg., N. Y.
Tower Bldg., Chicago, Ill., 625 F St.,
Washington, D. C. Hobart Bldg., 582
Market St., San Francisco, Cal.

melodies of the birds, and the
benediction of the blue skies.

"THE GOLDEN BANTAM
CORN. If you haven't had it,
you have missed the glory of the
summer."

A little poetical, but it certainly
carries the smell of gardens in
it. The label, moreover, is a yellow
of the same shade as the corn
itself, thereby stimulating the ap-
petite.

The member of the Class who
sends in this label adds that
"What was equally satisfying was
that the goods did more than live
up to their lithograph," which
makes the story complete.

* * *

Secretaries of associations and
similar organizations sometimes
find that members do not come
across with their dues as regu-
larly as they ought to. Associa-
tion work suffers in consequence;
but it is not always easy to find
a way to stir the members up
without offending some of them.
For example, a certain associa-
tion recently found that \$35,000
was owed to it in membership
dues, most of it from fairly large
corporations. The amounts were

PRINTED ENVELOPES

10,000 6 $\frac{3}{4}$ Envelopes..... \$2.50 per M
10,000 6 $\frac{3}{4}$ Window..... 3.10 per M
10,000 No. 10 Envelopes... 3.75 per M
10,000 No. 10 Window.... 4.50 per M

Prices include printing of corner card in
black ink. Stock is good quality 24-lb.
White Wove. 5000 of any item 25c per
thousand additional. Size 6 $\frac{3}{4}$ is 3 $\frac{1}{2}$ x 6 $\frac{3}{4}$.
No. 10 is 4 $\frac{1}{4}$ x 9 $\frac{1}{2}$. Samples sent on re-
quest. Send us one of your present en-
velopes to use as copy. Immediate delivery.
Let us know your envelope requirements.

GENERAL ENVELOPE COMPANY

Telephone Canal 745
413 Broadway New York

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

LIMITED

TORONTO

MONTRÉAL

Is Your Organization Sick?

I know a man who is good at locating trouble and correcting it. He is a sort of financial-reorganization-sales doctor, with all the usual "efficiency" bunk omitted.

He knows accounting and finance up, down and across. He has reorganized big things. He has been a sales director and a good one.

This fellow is young, ambitious, analytical, a doer and a *success*. He is earning \$12,000, has earned more and certainly will again.

I know he would make a very valuable addition to an organization that needs some practical, intelligent re-constructing. Let me put you in touch with him. . . . A. E. C., Room 707, 111 Fifth Ave, New York City.

Here's Something New in a Letterhead



"That's what I call a **REAL** idea—wonder how they got their trademark watermarked in the paper? Must be a big firm ordering letterheads in tremendous quantities—but it's expensive, too."

THAT'S the impression **CREATED** by a **CLIMAX STATIONERY LETTERHEAD** with your **OWN TRADE-MARK WATERMARKED** in the paper **BY OUR SPECIAL PROCESS**. Yet you can order letterheads in quantities of 25,000 or more at the price of any Good Bond Paper.

Write for Portfolio of Samples.

CLIMAX STATIONERY COMPANY

33 Sullivan Street, New York

PRINTERS

LITHOGRAPHERS

PES

.50 per M
.10 per M
.75 per M
.60 per M

per card in
quality 24-lb.
from 25c per
sheet to 35¢ to 65¢.
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MPANY

New York

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The NOTION and NOVELTY REVIEW

The leading trade journal in the world devoted exclusively to Notions, Novelties, Fancy Goods, Art Needlework, etc.

1170 Broadway New York

GAS COMPANIES
are making up for a buying fast by buying fast now.

THE GAS RECORD

reaches almost every gas company. Largest INDIVIDUAL paid subscriptions. 91% circulation of executives.

Sample copy and market data on request.
20 W. Jackson Boulevard, CHICAGO
56 W. 45th Street, NEW YORK
Member A.B.C. and A.B.P.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

Quick action and big money rules the petroleum industry

It's an inviting market you can cover effectively with

PETROLEUM AGE

(Monthly)

20 W. Jackson Boulevard, CHICAGO
56 W. 45th Street, NEW YORK
130 S. Fairmount St., PITTSBURGH, PA.

Write for sample copy, rates and market data
Applicant for Membership in A. B. C.

American Lumberman

Est. 1873.

Chicago

The Largest Paid
Circulation in the
Lumber Field.

MEMBER A.B.C.

BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

AT NEW TELEGRAPH
BUILDING DETROIT

A MAGAZINE OF PUSH, PEEP & PURPOSE

REACHES 10,000
RETAIL DEALERS IN
BUILDING SUPPLIES
MONTHLY

LAUNDRIES
are big users of
MOTOR DELIVERY TRUCKS
Reach them through the
National Laundry Journal
120 ANN ST., CHICAGO
Member of the A. B. C.

"GIBBONS Knows CANADA"

TORONTO

MONTRÉAL

WINNIPEG

very small, ranging from \$15 up and averaging about \$50. The secretary was compelled to go after the delinquents, and decided that the best way to do it was to place himself on the same side of the desk as the debtor and address the letter as one down-trodden worm to another. The result was a letter running as follows:

GENTLEMEN:

At a meeting of some of the officers of the organization this morning I asked for suggestions for a letter to be sent to a large number of concerns which have not, as yet, sent us the relatively small amounts due for membership dues or service rendered.

It was the sense of those present that the very small amount involved was the cause of the delay, it being an amount that ordinarily comes under the eye of an employee who does not realize the close relationship between the organization and its members and who does not realize that service is rendered at cost and that therefore to continue this service at cost an almost direct dependence rests on you.

It is not necessary to tell you of the pressing need at this time of getting funds in hand, and I am sure that you will also realize the difficulty we experience as an organization, when the amounts due us, although they represent many thousands of dollars, are so relatively small, and therefore divided among so many people.

I did not get the suggestions for a letter for which I asked, but won't you please send in your check, which will be even better?

Immediately after the mailing of this letter, checks for back dues began coming in at the rate of \$2,000 a day until almost the whole gap of \$35,000 was filled in. The replies that came in with checks showed that everybody accepted the reminder with good grace, and a few even con-

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gratulated the writer on his cleverness.

A good collection letter is always a difficult thing to write, and the above specimen may be a good model for distressed treasurers to pattern after.

* * *

James H. Buswell, advertising counselor in Kalamazoo, Mich., has a little folder entitled "Those 'Peanut' Orders." Its message is to the effect that "whether we like it or not, 1921 will be a year of peanut orders. Some of us have become so accustomed to having big double-jointed Jumbo orders handed to us all shelled, salted, and put up in waxed paper sacks that we hate like fury to begin shucking our own. But we must remember that big business is built on the basis of the faithful handling of peanut orders." To give point to this message, Buswell pastes a selected peanut right on the folder with a drop of glue and uses it as a place card at business luncheons, etc., where he is to speak. He also uses the enclosure in his letters, but minus the suggestion of Virginia, because unprotected goobers do

MECHANICAL WINDOW DISPLAYS operated by the **AMERICAN WIND-CLUTCH**
Are Increasing Sales for Leading Manufacturers. A Small Electric Fan Furnishes the Power. Very Economical.
Send for Catalog No. 21
THE AMERICAN DISPLAY CO.
DAYTON, OHIO



I AM A WOMAN

My home is my workshop

Madeleine Kelly Purcell *Advertising*

*Copywriting and Counsel from
The Woman's Point of View*

348 West 118th St. New York

ASHLAND 7-652

BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG - 175 FIFTH AVB
PLANT - PARTOLA BLDG - 100 WEST 21ST

EXPORT ADVERTISING

SPECIAL SERVICE
in CO-OPERATION WITH
NATIONAL AGENCIES
EXCLUSIVELY.

Millsco Agency, Inc.



PRINTING IN 16 LANGUAGES

CATALOGUES
PRICE LISTS and
ADVERTISING LITERATURE
Of Every Description

High Class Printing and Correct
Translations Guaranteed.

ENGLISH BOSHEIM GERMAN FRENCH
BOSHEIM GERMANY FRENCH
HUNGARIAN ITALIAN SPANISH
ITALIAN SPANISH FRENCH
FRENCH SPANISH FRENCH

Get busy and go after the foreign markets.

THE UNITED PRINTING CO.
Printers - Publishers - Bookbinders
320-322 W. Federal St.
YOUNGSTOWN, O.

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

Electrotypes, Stereotypes and Matrices

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST, TORONTO, ONT.

PLANTS AT

MONTREAL

TORONTO

LONDON

WINDSOR

MAN WANTED

If you are a man who has a record of getting things done, we would like to get in touch with you.

We require as district manager in a certain territory someone of strong personality, an organizer, good at getting the facts and analyzing conditions, intelligent in drawing conclusions, and on-the-job in carrying out recommendations. This man would have to travel enough to keep his hand on things at all times.

It does not make much difference to us what line of business you have been in previously; in fact, automobile experience is not a necessary qualification.

Write us about your experience, and salary expected. We will arrange a personal interview by appointment.

**FRANKLIN
AUTOMOBILE COMPANY**

Syracuse, New York

not carry well through the mails. But why not a little printed or lithographed picture made in the form of a peanut and pasted on? The idea is too good to be dropped just because it has to go into an envelope.

Another Prophecy Comes True

"THE TRAFFIC WORLD"
"THE TRAFFIC BULLETIN"

PUBLISHED BY
THE TRAFFIC SERVICE CORPORATION
CHICAGO, April 6, 1921.

Editor of PRINTERS' INK:

I have before me a March 24 issue of PRINTERS' INK and I note with much interest the article on page 41, entitled "The Railroads Make Radical Change in Advertising." This surely is another victory for advertising.

We very greatly appreciate the cooperation this article will give us because heretofore we have been working alone on what has always been considered to be a hopeless cause.

In view of the fact that some years ago PRINTERS' INK said that railroads ought to advertise their freight services and that some day they would do so, seems to me that since several of the railroads have already actually carried copy of this character, that this is not only another big victory for advertising but also a most convincing proof that PRINTERS' INK has almost an uncanny insight into the future of advertising and also possesses a marvelous ability to prophesy accordingly.

"THE TRAFFIC WORLD,"
H. W. KELLOGG,
Advertising Manager.

Thibaut Wall Paper Account with Joseph Richards

Richard E. Thibaut, Inc., wall paper, New York, has selected the Joseph Richards Company, Inc., of that city, to handle its advertising. The lists for the spring campaign have already been made up. The plans call for concentration on the New York territory.

Baltimore Agency Appoints H. A. Barton

H. A. Barton, formerly with Street & Finney, Inc., at New York, has been placed in charge of the copy staff of the Green-Lucas Company, advertising agency, Baltimore, Md.

Bayard F. Collins has joined the copy staff of this agency.

New San Francisco Advertising Service

Arthur W. Paine, formerly advertising manager of The White House, San Francisco, has opened an advertising service office in San Francisco.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

SOME POCKET MONEY to a copy writer for distinctive, short, sales messages on two wrapping papers of unusual elegance. Address Box 478, care of Printers' Ink.

WANTED—Live, aggressive young man for growing New England agency. Must have initiative and creative ability. One who can write copy. State salary and experience. Box 506, Printers' Ink.

ADVERTISING TEACHER
wanted by large University. Give full particulars as to experience, education, salary in first letter. Address Box 498, Printers' Ink.

ADVERTISING REPRESENTATIVE
of constructive and executive type. Big national weekly. Excellent opportunity; correspondence confidential. Write freely and completely. Interview by appointment. Box 530, Printers' Ink.

ADVERTISING MAN of character, all around agency experience, college trained, to do hard work afternoons or full time. Will be tried out at low salary; give record and phone. Opportunity, Box 529, care Printers' Ink.

Secretary to handle technical advertising and promotion records. Knowledge of trade-paper forwarding, checking and billing essential. Experience on printer's estimates and in type layout work desirable. Stenography. Salary commensurate. Box 534, Printers' Ink.

Can you write copy for the small-town merchant? Lay out circulars that will bring customers into his store? A good position in Chicago is ready for the man who can do this, and plenty of room to grow. Give full particulars of business experience. Box 497, P. I.

ASSOCIATE WANTED
I'm a practical advertising man and have recently taken over a trade publication of unusual possibilities in a leading industry. Am looking for a young man with some capital and undoubtedly character who is anxious to secure his future to join me in this enterprise. Both the business and myself will stand the strictest investigation. Box 480, P. I.

ADVERTISING MAN

A thoroughly trained advertising man, preferably with mechanical or chemical engineering education. One capable of taking charge of department, including sales promotion, circularizing, etc. Must be able to write effective technical copy and manage department in thorough manner. Good opportunity for right man. Reply, stating qualifications, education, experience and salary you require. Box 504, care Printers' Ink.

WANTED—Advertising representatives for Chicago territory; also New England. Monthly and annual publications. Splendid opportunity and wide field. **HARDWARE NEWS**, 1315 Fulton Bldg., Pittsburgh, Pa.

PRINTING SALESMAN

We have an opportunity for a young man with some experience. Must be alert and of good appearance. Apply by letter, in confidence, outlining what you have done and what you want to do. Box 486, Printers' Ink.

Salesman Wanted—A modern, up-to-date plant, equipped with Cylinders and Jobbers, for the highest grade of work with service on the minute promised. We have a good proposition for the right man. All replies confidential. Address Robert, Box 481, care of Printers' Ink.

ARTIST WANTED

Clever, versatile sketch artist with ideas and visualizing ability will be offered an attractive proposition with a large organization. Give full particulars, past experience and some samples of work in first letter, to be held in strictest confidence. Studio, Box 499, Printers' Ink.

PRINTING SALESMAN

Good money to the man who has the experience, acquaintance and appearance to represent the best equipped plant of its size in New York. Fully organized Art and Service Departments. Liberal drawing account. Give full details in confidence. Box 516, P. I.

Wanted—Young man as Assistant Manager of Commercial Organization with 3000 members in Southwestern city of 100,000 population. Duties: Revenue maintenance, membership campaigning and promotion of membership acquaintance (or morale). Committee work of prime importance. Duties practically those of sales manager. Send recent photo and full particulars. Box 479, P. I.

A REAL OPPORTUNITY IS OFFERED

TO AN EXPERIENCED CIRCULATION MAN WHO CAN PROVE HIS ABILITY TO HANDLE SUCCESSFULLY THE DETAILS OF THE CIRCULATION DEPARTMENT OF A WEEKLY MAGAZINE WITH A NATIONAL DISTRIBUTION OF APPROXIMATELY ONE MILLION COPIES.

TO THE MAN BIG ENOUGH FOR THE JOB, \$50 A WEEK WILL BE PAID TO START. THERE IS UNLIMITED OPPORTUNITY FOR ADVANCEMENT IN PROPORTION TO ABILITY.

ADDRESS BOX 488, PRINTERS' INK.

WANTED

Advertising Representative to handle our three business papers exclusively; take charge of New York Office and cover Eastern territory. Do not apply unless you are experienced and have acquaintances among agencies. Call on Claude P. Hooker, Pennsylvania Hotel.

WANTED—A high-class man or woman to take charge of one of the largest Newspaper Service Departments in the South. Must write good, sound merchandising copy, and make good, attractive lay-outs. Will pay the right salary to the right party. All correspondence will be treated strictly confidential. Address: Box 507, P. I.

SALES MANAGER WANTED—\$4,000 and Commission to start and unlimited possibilities offered to an energetic man able to increase the sale of a line of household necessities handled by Drug, Department, Grocery, General and Hardware Stores, as well as 5 and 10 cent chains.

Must be able to engage and direct the activities of agents and bring with him ideas.

Line is known from coast to coast and advertised in a limited way.

Apply, giving details, Box 494, P. I.

ADVERTISING MANAGER—Classified Department. Several newspaper publishers who are negotiating for our System service require experienced manager to take charge of the work from the date of installation of our service. We are asked to interview a number of applicants and make recommendations. Openings in Central West, New York, Pennsylvania and New England. Previous experience with The Basil L. Smith System of Classified Advertising Promotion not required. Good salary. Write us fully concerning your newspaper training. The Basil L. Smith System, Inc., 402 Otis Building, Philadelphia.

High-Calibre Agency Copy Man Wanted

One with a keen merchandising sense, who can take a campaign from its very inception and follow through to the end—who can direct as well as create. We want a man who has done big things—and who has done them well.

To one so qualified, a New York advertising agency offers an opportunity that is limited only by the man's capabilities. Please answer in full detail, giving experience, salary, etc. Specimens of your work will be returned. Strictly confidential, of course. Address Box 533, Printers' Ink.

MISCELLANEOUS

FOR SALE—Fine Hoe straight-line newspaper press, 32 pp. quad., two-deck, with color deck, cut-off 23½ inches, very complete stereo. equipment—paper discontinued—eight cols. wide, 12½ ems—fine condition. Baker Sales Company, 200 Fifth Ave., New York City.

24-SHEET, HAND-PAINTED POSTERS for billboard advertising, any quantity, plain or pictorial. Advertising agencies send for catalogue. **GENESEE SIGN CO., UTICA, N. Y.**

illustrations that make small ads stand out and put over the product are my specialty. **fred kann, 321 broadway, n. y.** telephone worth 1696

"Ad-Rhymes"

For Sales Letters—Circulars—Booklets—House Organs—and Advertisements of all kinds. **"Ad-Rhymes," 706 Central Station, St. Louis.**

GO AFTER out-of-town business; \$15 places your ad before 7,500,000 Sunday newspaper readers. Write for FREE bulletin listing 605 newspapers. Arkenberg, 702-D World Bldg., New York.

BANK IDEA WANTED

Plan, scheme or device to increase deposits of bank. Will pay for same if accepted. Please give particulars in first letter. Box 490, Printers' Ink.

House-organs, folders, booklets, etc. Well-equipped concerns doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. **STRYKER PRESS, Washington, N. J.** Phone 100.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

**INCORPORATION IN ARIZONA
COMPLETED IN ONE DAY**

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. **Stoddard Incorporating Co., 8-T Phoenix, Ariz.**

TRADE-PAPER FOR SALE

Monthly trade journal, now published in South, but adaptable to any part of country, is offered for \$50,000.00. At present shows 20% net profit on that amount. Details to responsible, interested parties only. Unusual opportunity to step into going business. Box 493, Printers' Ink.

Tape Measures for Advertising and Souvenir Purposes

in silver-finished metal cases made in our own novel shapes, such as TURTLE, HAT, SHOE, FISH, LIBERTY BELL, FLASK, or to your own design.

Write for samples and information, or send us your specifications.

SANDERSON MANUFACTURING CO.

2-8 Temple Street, Providence, R. I.

21, 1921

Apr. 21, 1921

PRINTERS' INK

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REPRESENTATION is offered by Advertising Agency of good reputation to one or two GOOD PUBLICATIONS, either AMERICAN or FOREIGN LANGUAGE. Address Representative, Room 306A, Pulitzer Bldg., New York City.

Light White Catalogue Paper, basis 24x36, 25 pounds. 159 rolls, 55 inches; average weight per roll, 950 lbs.; diameter of roll, 30 inches. 57 rolls, 37 inches; average weight per roll, 600 lbs.; diameter, 30 inches. Box 507, P. I.

EDITORS—Prominent Engineer writes Entertaining, Interesting, Instructive articles on subjects in field of Engineering, Economics, Industrial Relationships. Everyday language used. Assignments, or will select own subjects. Address Engineer, care of Mr. Cox, Room 312, 30 Church Street, New York City.

TENANT WANTED

by weekly publication to sublet office, about 450 square feet. Modern fireproof office building near Madison Square; good light and air. Suitable for publishers' representative. Reasonable rent. Box 496, Printers' Ink.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 9, 1921, at 12 o'clock noon. Chas. H. Thayer, Pres.

FOR RENT

Bright and attractively furnished office; outside exposure, top floor, 150 square feet, telephone service, 2 blocks from Grand Central. Reasonable rental. Ideal for publisher's representative. References required. Telephone Vanderbilt 3851.

POSITIONS WANTED

YOUNG WOMAN—experienced editor and copy writer—wants position with publishing house or agency as assistant editor or copy writer. Or freelance work in either line. Box 531, care of Printers' Ink.

PUBLICITY MANAGER and house organ editor wants opportunity to do big things. Ideas, initiative, experience, sound business judgment and not afraid of work. Box 523, Printers' Ink.

ADVERTISING ASSISTANT Young man, 24, desires connection with advertising department or agency. College education. Editorial and copy writing experience in general and technical lines. Knowledge of printing methods. Now, and could remain with company of national repute. Box 521, P. I.

YOUNG MAN, 28, with 8 years' experience in advertising department of newspaper and advertising agency wishes inside position with live-wire agency. Box 509, Printers' Ink.

EXPERIENCED ADVERTISING SOLICITOR with some knowledge of copy writing, former I. C. S. Correspondent, now connected, desires change. State salary. Box 512, P. I.

YOUNG MAN, 27 years of age, 9 years' experience, wishes position with printing house or advertising agency as order clerk or production man. Reference furnished. Box 525, P. I.

DOMESTIC AND EXPORT ADVERTISING AND SALES EXECUTIVE OPEN FOR ENGAGEMENT. BOX 489, CARE OF PRINTERS' INK.

MR. EXECUTIVE—Here's the young man you want for your assistant secretary, accounting, advertising and office management. Experience. University education. Box 519, P. I.

Technical Advertising Manager desires position with agency or manufacturer. Graduate engineer, 10 years' technical advertising, editorial and advertising agency experience. Salary \$5000. Box 492, P. I.

Office Executive—Young man, fifteen years' accounting managerial experience, wants position with advertising or printing concern. Knowledge printing costs and estimating; also financial investing. Salary \$4500 per annum. Box 477, P. I.

YOUNG ADVERTISING MAN

Newspaper trained solicitor with some copywriting experience desires connection in or near Philadelphia. State salary. Box 515, Printers' Ink. I am an

Experienced Layout Man

Familiar with copy writing, lettering, engraving. Six years' experience with large publisher. Desires position with added responsibility, increased opportunity. Address Box 518, care of Printers' Ink.

SALES MANAGERS, ATTENTION! Automotive specialty sales engineer and aviator now planning a flying trip across United States in reference to establishing sales agencies, calling on dealers, and stimulating sales interest. Carry own Press Representative. Address Aerial Tramp, Box 484, care of Printers' Ink.

Overworked?

Let me relieve you of detail and bring a new slant to your problems. Letters that dig up orders, house-organs that are read, direct-mail material from original idea to finished production. Familiar with modern marketing methods. Keen analyst. Highly recommended. Age 31. Married. Location in or near New York. Box 500, P. I.

YOUNG WOMAN—25, college graduate, six months in plan and research department of one of the best agencies, with copy ambitions, wants position where advertising or merchandising experience would be valuable. Box 517, P. I.

THE PEOPLE I work for aren't fully convinced that the world is round. If I work for them much longer, I'll have my doubts, too. I am secretary, make-up editor, etc. Have you a job for me? Box 503, care Printers' Ink.

ADVERTISING ASSISTANT

YOUNG WOMAN—6 years' experience in mail-order and trade paper; writing copy and taking charge of engraving and printing. Desires position in New York. Box 514, care of Printers' Ink.

SOME FIRM

wants a salesmanager or representative in the Rocky Mountain States. This man, at present East, knows the West, knows sales and advertising; is an engineer, and is fully competent to organize a sales force, or take charge of sales. Box 511, Printers' Ink, Chicago Office.

COPY AND LAYOUT MAN

Versatile writer, prolific in ideas; exceptionally interesting story for the concern demanding broad experience with big national campaigns, creating copy, ideas, visualizations, directing art, mechanical, printing, executive; N. Y. man; \$85.00 per week, no less. Box 524, Printers' Ink.

Practical Business Builder

and experienced organizer, open for engagement; American; unmarried; age 42; constructive, productive business-getter, accustomed directing advertising in all it implies—sales; negotiations, etc.; resourceful executive; domestic and foreign experience. Box 483, care Printers' Ink.

INTELLIGENCE PLUS EXPERIENCE

Unbroken record of first honor in school and on the job. College graduate. Experience as salesman, cashier, office manager, publicity writer and editor of national association magazine.

All phases of printing and publishing. Excellent at statistics, research.

Copy covers machinery, display, management, books, English courses.

This woman of 29 wants real job—advertising, welfare, research, editorial—with real firm. Salary according to future. Address Box 482, Printers' Ink.

ADVERTISING REPRESENTATIVE

Capable advertising representative, having five years' trade and newspaper experience, seeks a connection with an established publication.

Twenty-eight years old; married. Available May 1st. Box 487, Printers' Ink, Chicago Office.

Advertising Assistant—7 years' printing experience; understands layouts and copy writing; desires opportunity in agency or advertising department, mechanical, production or soliciting work. Versatile, education, confidence. Box 505, care Printers' Ink.

WRITE TO

Box 528, Printers' Ink, and you will meet a young man who handles the advertising of a large fiction publisher. He is just the man for a concern having dealer service. Thorough knowledge of printing, engraving and lithography. Can put over a campaign with a bang. Age 22. College education.

Advertising—Sales Executive

Now engaged on advertising staff of well-known national publication, considering change. Age 36. Practical salesman, manager and correspondent. Desires connection with advertising agency or as sales executive where knowledge of advertising and merchandising could be used to advantage. Best references. Box 485, P. I.

In a Few Words

I am well fitted through my association with a large publishing house to write forceful copy that's distinctive. If you've a real opportunity on your circulation or agency staff where my knowledge and fitness can count, write me. Box 526, care of Printers' Ink.

SALES MANAGEMENT OR SELLING

Can do both. Have sales and sales management record which will stand acid test.

Objection to present connection, excessive traveling. Desire something in or around New York City. Immediate income not as essential as future possibilities. Only legitimate sales propositions considered.

Highest references; age 36; married; available May 10th. Address Box 532, Printers' Ink.

ADVERTISING EXECUTIVE

A college man with a record of achievement, 15 years' merchandising and advertising experience, wide acquaintance among national advertisers and formerly head of a New York agency will be available May first.

If you need an account executive or new business, you may possibly solve your problem by immediately answering this advertisement. Box 527, Printers' Ink.

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WANTED — Young man, twenty-two years of age, single, wants position as traveling salesman for newspaper supply house. Have had several years' experience in newspaper work. Best of references. D. R. Schroder, Box 190, Greenville, S. C.

Woman with Vision

Has fiction and verse ability, plus four years' National Agency experience in producing unusual ads, mailing pieces, folders. Does fine writing—or inspirational—or matter-of-fact. Digs for the original. Knows cuts, printing. Wants bigger opportunity. Can you use this ability? Box 520, Printers' Ink.

PRODUCTION MAN

Fifteen years with printers, advertisers and publishers. My practical and technical knowledge of everything related to the printed word or picture enables me to buy economically printing, engraving, art, lithography and advertising. Age 30 years, married. Will consider position within 50 miles of New York. Salary \$3,500. Box 513, Printers' Ink.

I am an Advertising Executive

Now well employed, but looking for some bigger, better and more strenuous job within the next few months. More than four years of broad, intensive experience in business paper and newspaper fields, including close contact with clients and agencies; organization, management and production; compilation of booklets, letters, folders and sales promotion work; supervision of printing, engraving, mechanical and other details. Have written some successful copy, but my interest is essentially in broader phases of advertising and merchandising. American; Christian; married, age, 29.

Can you offer me an opportunity to create a permanent and profitable association with a keen and congenial company or advertising agency? Even though the opening may not be ready until later, why not exchange confidences now? Box 522, Printers' Ink.

HERE'S A MAN WE WANT TO PLACE

For over two years he has handled copy, layouts, art and engraving in our Advertising Department in a very able manner.

A change in the organization leaves him available to someone who needs a first-class man. He would make a good assistant to either an advertising manager or an agency account executive. He is 25 years old, college trained and shoulders responsibility in a dependable way.

He wishes to stay in the vicinity of New York City, and will start at a reasonable salary if the prospects are good. Address Box 508, Printers' Ink.

COPY WRITER, LAYOUT MAN—A good one—8 years' experience General, Technical and Direct Mail Advertising. Well educated, thoroughly competent, age 29, salary moderate. Would like position with Agency or Manufacturer near home (New York). Box 501, P. I.

EXECUTIVE or OFFICE MANAGER desires connection with a reputable concern where results are recognized. Sixteen successful years handling credits, collections, voluminous printing orders and office details. Have had considerable accounting experience. My record stands investigation. Salary, commensurate with ability. Box 510, Printers' Ink.

SALES PROMOTION and ADVERTISING EXECUTIVE

He has for eight years been planning and successfully carrying through sales promotion and advertising campaigns for manufacturer, publication and agency.

He wants a permanent position where the successful application of sound advertising and merchandising knowledge will mean an established future.

He is thirty, a college man, married. Salary \$5,000.

Some New York manufacturer or agency will find him just the man they need. Box 495, Printers' Ink.

From Printing to Advertising

I am 27; a woman. My earning capacity as service manager for a printing house is \$3,000. Because I want to write copy and am willing to start in at the beginning you can have my services *at your own figure* until I prove to you that I have originality; power of expression; enthusiasm that warms the printed page; imagination that sees beyond the goods to the service they can render. Box 502, Printers' Ink.

BRAINS FOR SALE!

VIGOROUS young man of 26 has for sale the ability to THINK instead of an aptitude for plodding the rut of "experience."

Five years' intensive study and advertising service fit him for THE opportunity.

He knows how to organize, make a study of the product, of the market; how to analyze competition, plan the campaign, produce the advertising, test its value IN ADVANCE; he knows the factors controlling the advertising and its appropriation; he understands thoroughly the purchase and best use of art, photographs, engravings and paper; he is unusually apt with type and layouts; his copy is good, but not perfect; he knows how to analyze mediums, compile and classify mailing lists. In short, he is thoroughly trained. His idea of salary is not exaggerated. Write Box 491, Printers' Ink, for further details.

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'twixt the cup and the lip

There's many a slip between the reading of an advertising message, in the home, or in the office, and the actual purchase.

Many advertisers are using Outdoor Advertising* because it bridges in this gap and extends the influence of the advertiser's message right up to the point of purchase.

Thos. Cusack Co.

Outdoor Advertising — *Nation-wide*

CHICAGO

Harrison and Loomis Sts.

NEW YORK

Broadway at 25th St.

**Painted Display Advertising
Electric Spectacular Advertising
Poster Advertising*

Outdoor Advertising builds sound, enduring Business

**1921
Will Reward
FIGHTERS**

EACH six months during the past nine years The Chicago Tribune has submitted a sworn statement of circulation to the United States Government. Back in 1912, when the first of these statements was made, The Tribune had two generations of leadership behind it, and was considered by many to have attained the pinnacle of its development. Yet the current statement shows that since 1912 Tribune circulation has increased 109% Daily, and 159% Sunday. Furthermore The Tribune is still forging ahead, as evidenced by the averages for the month of March, which are substantially higher than those for the last six months period.

Tribune Circulation Climb

As Shown by Statements to Government

Average Six Months Ending—	Daily (Exclusive of Sunday)	Sunday (Only)
Sept. 30, 1912.....	220,500	304,325
Mar. 31, 1913.....	245,449	363,119
Sept. 30, 1913.....	253,212	366,918
Mar. 31, 1914.....	261,278	406,556
Sept. 30, 1914.....	303,316	459,728
Mar. 31, 1915.....	326,897	534,848
Sept. 30, 1915.....	354,520	558,396
Mar. 31, 1916.....	359,651	585,934
Sept. 30, 1916.....	392,483	619,023
Mar. 31, 1917.....	395,442	645,612
Sept. 30, 1917.....	381,675	614,418
Mar. 31, 1918.....	367,798	606,111
Sept. 30, 1918.....	410,818	633,315
Mar. 31, 1919.....	424,026	693,895
Sept. 30, 1919.....	424,588	666,496
Mar. 31, 1920.....	420,703	732,606
Sept. 30, 1920.....	437,158	711,254
Mar. 31, 1921.....	460,739	787,952
March, 1921.....	479,500	834,180

The Chicago Tribune now has by far the largest morning daily circulation in America—and the second largest Sunday circulation.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER